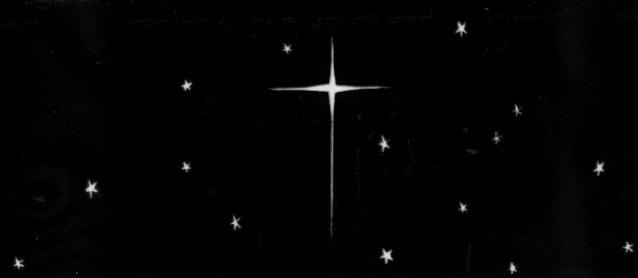


THERE'LL
ALWAYS BE A
CHRISTMAS
IN
THE HEART OF
MAN



The Inland Printer

JAN 3 - 1944

DECEMBER • 1943

Barkuss



PRESERVE ALL THAT CHRISTMAS IS Give War Bonds

Worship . . . Peace on earth . . . Home . . . Starry-eyed children . . . Freedom . . . Everything that Christmas means to God-fearing free Americans is identical to those ideals for which we fight. Ideals which War Bonds help preserve. More families are separated this year than ever before, and useless giving actually becomes offensive to people who give their men and women to save America. This is the year to give War Bonds and Stamps and provide new power for American arms. Buy for those in service. Then get bonds for folks at home . . . and for yourself. First of all this Christmas, **Give War Bonds!**



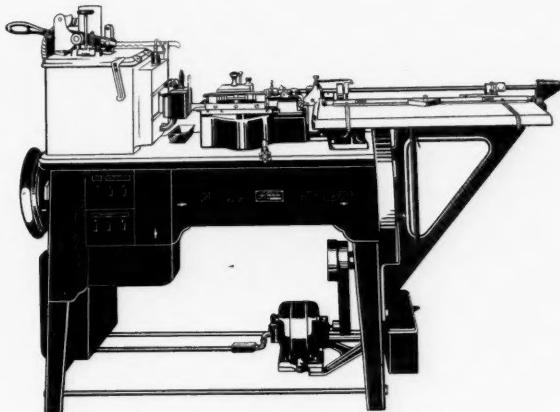
THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA



The Elrod **a factor in the** **Efficient Production of** **Wartime Printing**

Ample supply of strip material is essential to the efficient production of printing important to the war effort. The Elrod lead, slug, rule and base caster, with its simplicity of operation and mechanism, is helping printers from coast to coast to produce wartime printing.

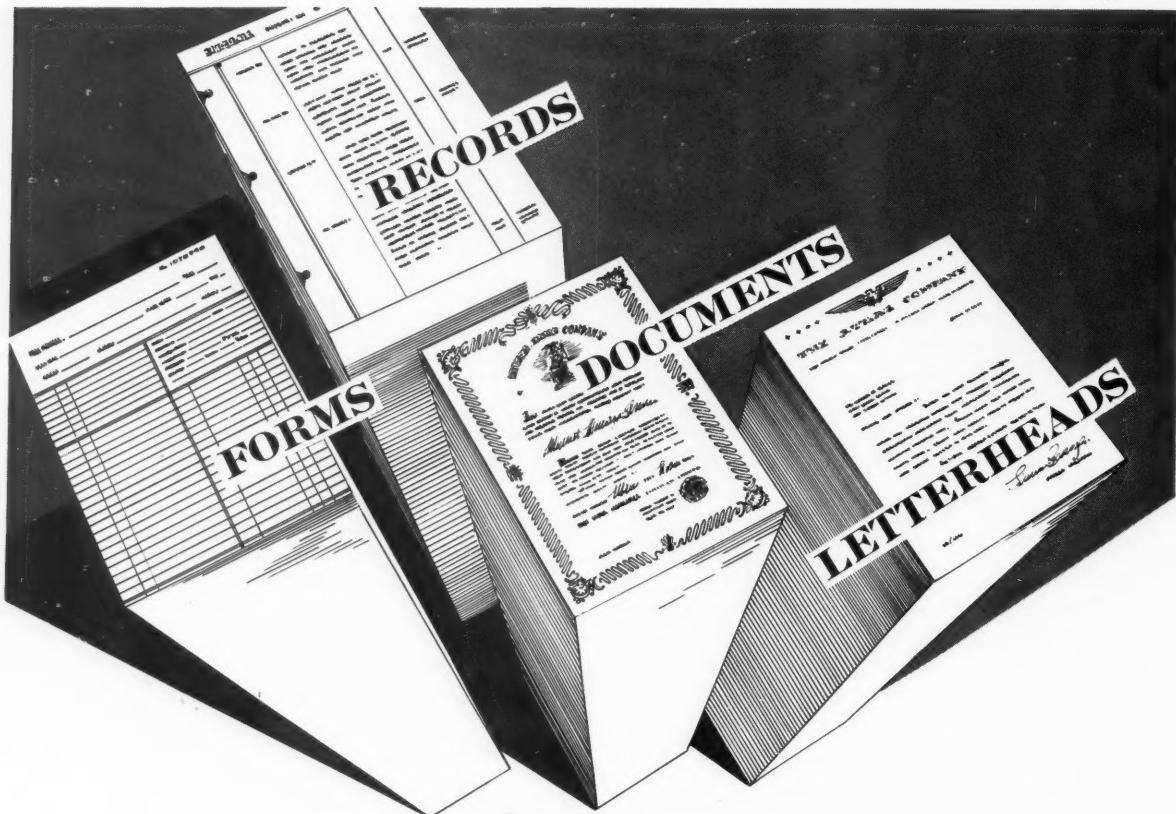
The Elrod produces strip material of the highest quality, in all heights, and up to 36-point in thickness. Elrod strip material is uniform in height and thickness. It stands up under severe stereotyping pressure. Due to the method by which it is formed, Elrod strip material is solid—neither porous nor weakened by brittle joints or welds.

Any desired information regarding the Elrod and its product will be sent gladly upon request.

Ludlow Typograph Company

2032 Clybourn Avenue + + Chicago 14, Illinois

Set in members of the Ludlow Tempo family—border rules are Elrod-cast



*If they're worth keeping, keep them on
WESTON Papers*

**TO SAVE WOOD PULP
Use....**

BYRON WESTON CO.

LINEN RECORD

(Extra No. 1 100% New White Cotton and
Linen Clippings)

WESTON'S BOND

(Extra No. 1 100% Cotton Fibre Content)

WESTON'S DEFIANCE LEDGER
(100% Cotton Fibre Content)

WESTON'S DEFIANCE INDEX
(100% Cotton Fibre Content)

WESTON'S DEFIANCE BOND
(100% Cotton Fibre Content)

Your best customers—the ones for whom you print the hard-working "papers" on which their very existence depends—look to you to protect these vital records against wartime procurement hazards.

It is particularly desirable under present circumstances to standardize on the Weston **100% Cotton Fibre Content Papers**—papers of supreme quality and durability, unaffected by the critical war demands for wood pulp.

BYRON WESTON COMPANY



Makers of High Grade Papers

DALTON ★ MASSACHUSETTS

Published monthly by Tradepress Publishing Corporation, 309 West Jackson Boulevard, Chicago 6, Illinois. Subscription rate \$4.00 a year in advance; single copies, 40 cents. (Send Canadian funds—\$4.50 a year; single copies, 45c—to The Inland Printer, Terminal A, P. O. Box 100, Toronto.) Foreign \$5.00 a year; single copies, 50 cents. Entered as second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Copyrighted, 1943. Tradepress Publishing Corporation.

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



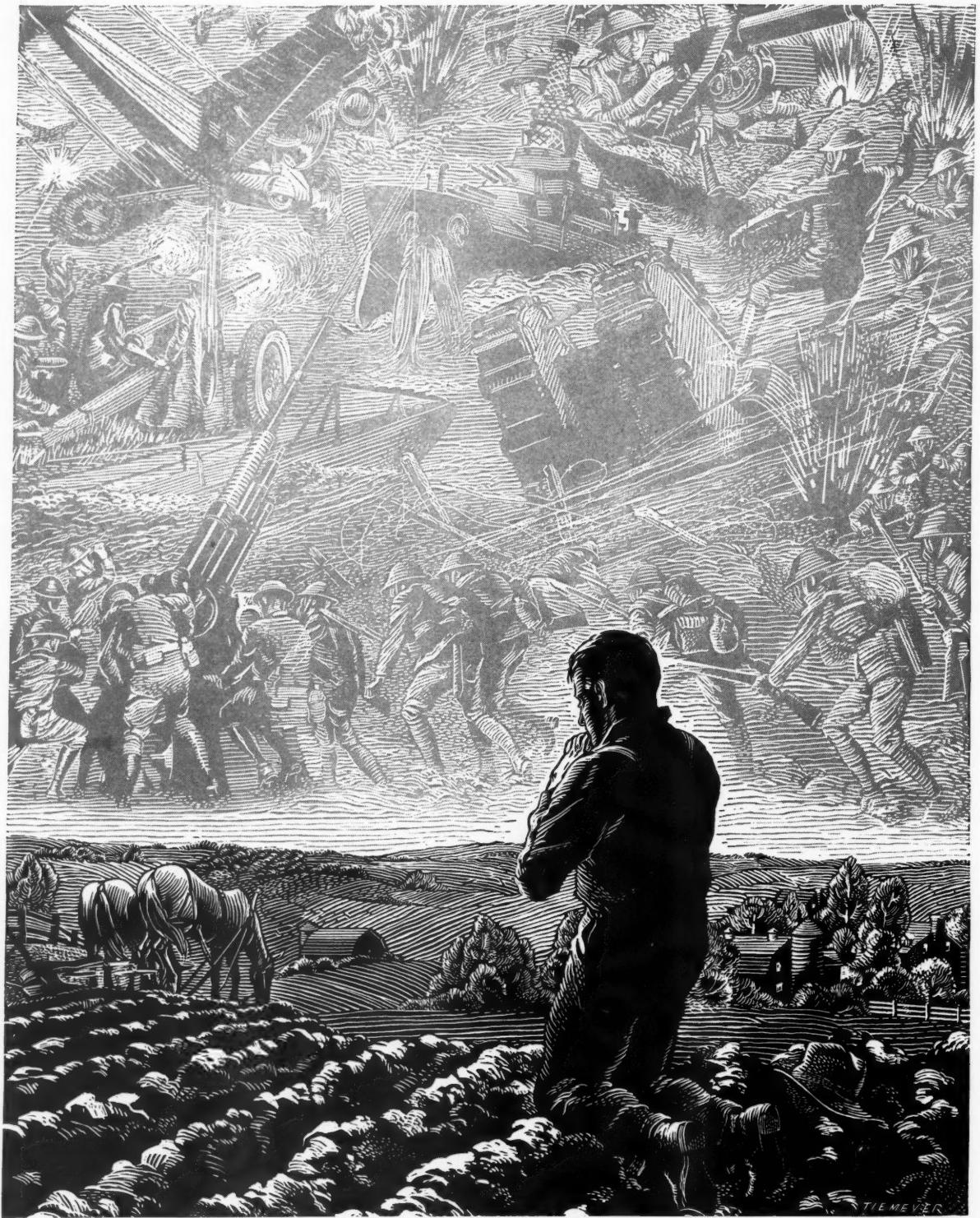
Printed advertising has contributed heavily to the war effort in many ways, but with the problems on hand and more coming up, still greater cooperation is necessary. There is so much people must learn, be reminded of, cooperate in, that considerable more advertising support of important war campaigns is needed.

The necessity of "selling" the Nation on wartime essentials will make great demands on Printing Papers to carry these important messages. We sincerely hope our own efforts in supplying a wide variety of practical and economical papers to America's printing fraternity will be of substantial help.

VICTORY *War Quality* PAPERS

THE NORTHWEST PAPER COMPANY · CLOQUET, MINNESOTA

For Index to Advertisers, See "Classified BUYERS GUIDE" in Back



"And He shall judge among the nations and shall rebuke many people; and they shall beat their swords into plowshares and their spears into pruning hooks; nation shall not lift up sword against nation, neither shall they learn any more war."

THE BECKETT PAPER COMPANY . . . Makers of Good Paper Since 1848 . . . Hamilton, Ohio

That's what won me this job

When I got over to the knitting mills and saw Bob Peterson, there he sat with three bids in front of him.

"You're not low man on this, Jim," he said. "I'd like to give it to you, but you know how my hands are tied. Unless I can give our purchasing agent some mighty good reasons, he'll insist on letting this go to the lowest bidder."

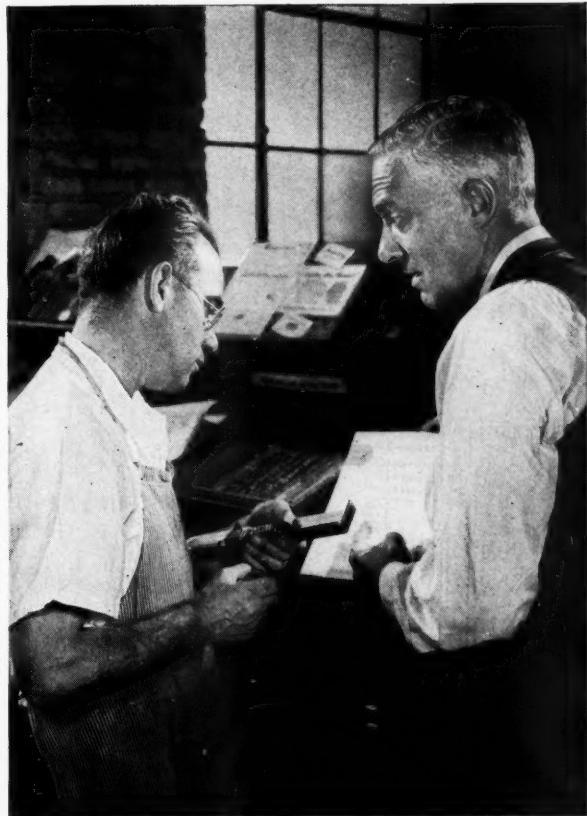
"Well, Bob," said I, "that's fine, because the reason's right here. Take a squint at these, and I think it will sell you and your purchasing agent, too."

And it *did!*

You see, I'd guessed something more than price would be necessary to get that job. So I'd taken the dummy Bob had given me to figure on, and had my compositor set up some of the display lines and a couple of blocks of the copy in those smart, new ATF type faces we'd put in just a couple of weeks ago. When I showed Bob the proofs, they certainly saved the day for me.

That's one of the things that taught me there's nothing in a printshop counts more than good type faces... and I've found it pays me to keep right up-to-the-minute on them.

Ask your ATF Salesman to show you "TOPS IN TYPOGRAPHY," a portfolio of good printed pieces produced in your own territory.



The following ATF faces are all "mighty good reasons" that would win you jobs, too. Complete specimen showings of these and other ATF type faces will gladly be supplied.

Bernhard Gothic Light
Kaufmann Bold
Goudy Bold
Lydian Cursive
Franklin Gothic Cond.
Stymie Medium

This advertisement is set in Ultra Bodoni,
Commercial Script and Bulmer Roman.

American Type Founders

BRANCHES AND DEALERS IN PRINCIPAL CITIES



DEPARTMENT OF THE NAVY
OFFICE OF THE UNDER SECRETARY
WASHINGTON

27 September 1943

Mr. W. W. Rosback, President
F. P. Rosback Company
5th & Park Street
Benton Harbor, Michigan

Dear Mr. Rosback:

This is to inform you and all employees of F. P. Rosback that the Army and Navy are conferring upon your plant the Army-Navy "E" Award for outstanding production of war materials.

This award symbolizes your country's appreciation of the achievement of every man and woman in F. P. Rosback. It consists of a flag to be flown above your plant, and a lapel pin which each of you may wear as a sign of distinguished service to your country.

I am confident that your outstanding record will bring victory nearer by inspiring others to similar high achievement.

Sincerely yours,

James Forrestal



SHATTERING ALL TRADITIONS

When America's armed forces were desperately in need of landing fields for our war planes in out-of-the-way places Industry met the challenge by devising large metal door mats. Built in sections, these ready-made runways can be conveniently transported and installed almost over-night . . . providing adequate landing and take-off facilities for our biggest bombers.

The ingenuity responsible for doing such war jobs better and faster has kept American Industry in the lead for many years . . . a typical example being a peace-time development which reduced the cost of coated printing paper to a new low level.

CONSOLIDATED *Coated* PAPERS AT UNCOATED PAPER PRICES

One might not think of paper as being particularly necessary to the war effort . . . yet it is tremendously so.

Much has been said about the need for paper to wrap the supplies flowing to troops everywhere and of the tremendous tonnage of paper needed by all the services for writing necessary orders and keeping vital records. Wood pulp, the basis of most paper, is also an ingredient of powder and many surgical supplies.

But paper has another function of vital importance to our war effort. In magazines, photographs from our many fronts can be reproduced so realisti-

cally on coated paper that, in effect, we can be with our men continually. Thus enthusiasm is stimulated and our war effort given incalculable impetus.

Consolidated Water Power and Paper Company is proud of the fact that it provides the paper used in many of America's most important magazines and publications. Consolidated is equally proud that its tradition-shattering development of 1935 . . . which brought the price of coated paper out of the luxury class . . . has helped make possible better printing through a wider use of enamel coated paper.

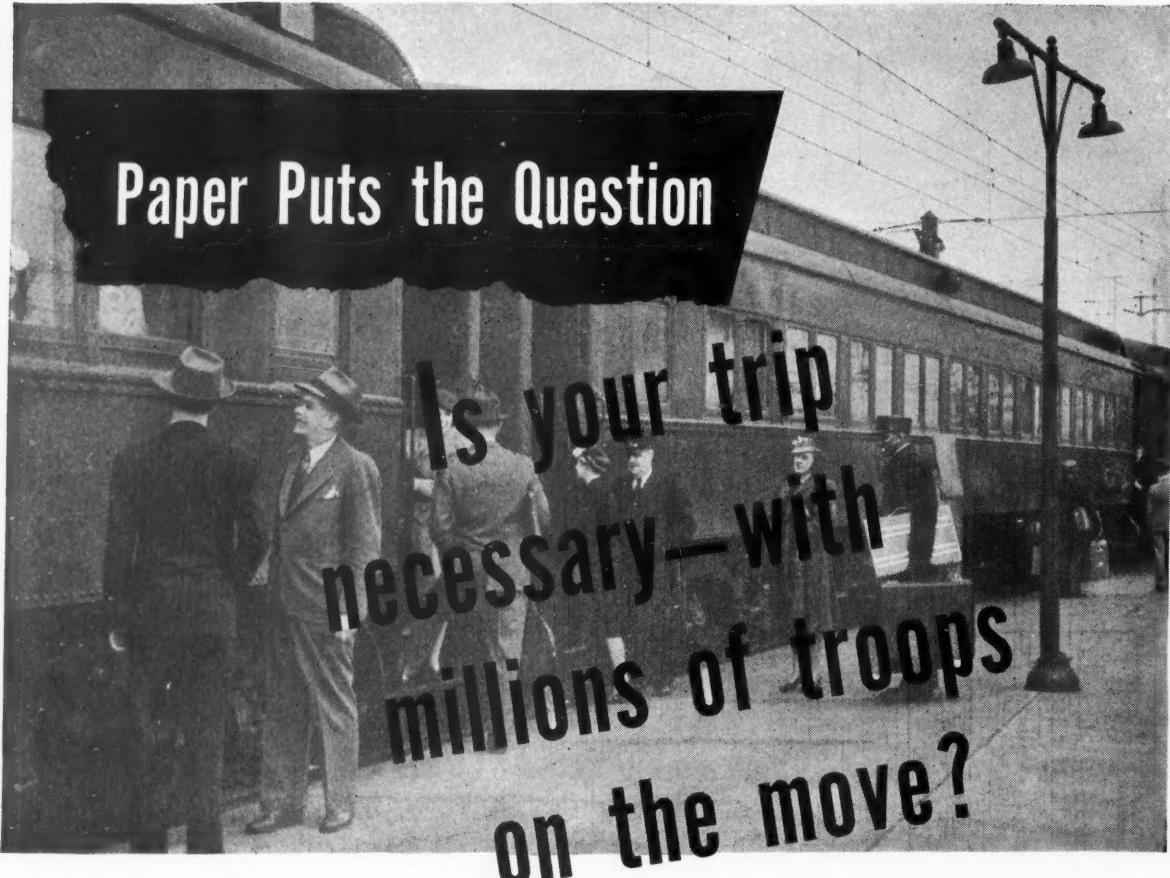


CONSOLIDATED WATER POWER & PAPER COMPANY

MAIN OFFICES
WISCONSIN RAPIDS, WISCONSIN

Four Modern Mills . . . All in Wheeling

SALES OFFICES
138 SO. LA SALLE ST., CHICAGO 3



The need for drastic curtailment of unnecessary civilian travel is acute.

In this emergency, paper flashes warning signals throughout the country.

In press releases, newspaper advertisements and articles, in magazines and on posters — paper puts the problem squarely up to the traveling public.

And it works. Bus and railroad lines agree unanimously that last winter's campaign reduced holiday travel substantially.

This is only one of the many national

wartime drives and campaigns which have ridden to success on paper.

In addition to paper for wartime printing, laminated papers, resin-impregnated papers and wood pulp are all in the fight. They're doing a thousand things that no one ever thought could be done — and doing them well.

Our specialty is the manufacture of fine printing papers — in fact, a thousand miles of paper a day. We are certain that when Victory is won Oxford papers will continue their outstanding contribution to the civilian economy.

OXFORD PAPER COMPANY

EXECUTIVE OFFICES: 230 Park Ave., New York 17, N. Y.
WESTERN SALES OFFICE: 35 E. Wacker Dr., Chicago 1, Ill.
MILLS AT: Rumford, Maine; West Carrollton, Ohio



A Printer Is Known by the Composing Room That Keeps Him

The greater versatility of Monotype typesetting is nowhere more profitable to the printer than in the production of commercial and job work. The Monotype produces straight and tabular matter, rule-and-figure work, ruled forms, leader work, wide measures, plate gothics and much composition which otherwise can be set only by hand. Only the Monotype is both a type-setting and a type-founding machine. As a type-caster it makes hand compositors more efficient by providing an unlimited supply of type, rules and spacing material, and thus saves the time which otherwise would be required to break-up forms and distribute type and material into cases. It betters the quality of printing by providing new type of uniform height for each job.

*

Monotype Versatility Gives Maximum Production at a Minimum Final Cost

LANSTON *Monotype* MACHINE
COMPANY

TWENTY-FOURTH AND LOCUST STREETS, PHILADELPHIA 3, PENNA.

Composed in Monotype Artscript, No. 225, and Monotype Baskerville, Nos. 353 and 3531.

For Index to Advertisers, See "Classified BUYERS GUIDE" in Back

"A MILLION SAVED 1



•Along two thousand miles of war-torn front, Cossack courage stopped the eastward sweep of mechanized might. To the cavalry of Russia, America raises its hand in salute... and its voice in MIGHTY TRIBUTE!

THIS ADVERTISEMENT IS PRINTED ON PAPER MADE BY THE HOWARD PAPER MILLS



THE HOWARD PAPER MILLS, URBANA, OHIO • THE AETNA PAPER MILLS, DAYTON, OHIO

TH

"HORSEPOWER"

TO THE DAY!



**ALLIED
PAPER
MILLS**

THE MAXWELL PAPER MILLS, FRANKLIN, OHIO • DAYTON ENVELOPE CO., DAYTON, OHIO



Now the WHITE STAR has been added

The
Army-Navy "E" Pennant
with the White Star has
now been awarded to the
men and women of the
Dexter Folder Company
for their continuation
of the high production
standards which won the
pennant six months ago.



DEXTER FOLDER COMPANY

Pearl River, New York

NEW YORK, 330 West 42nd Street • CHICAGO, 117 West Harrison Street • PHILADELPHIA, 387 Bourse Building
CLEVELAND, 2391 Fenwood Road • ST. LOUIS, 2082 Railway Exchange Building • SAN FRANCISCO, LOS ANGELES, SEATTLE,
Harry W. Brintnall Co. • ATLANTA, Dodson Printers Supply Co., 231 Pryor Street, S.W. • DENVER, A. E. Heinsohn, 1441-47 Blake Street
CINCINNATI, 3441 St. Johns Place • WASHINGTON, P. O. Box 353, Alexandria, Va.

WAR DEPARTMENT
OFFICE OF THE UNDER SECRETARY
WASHINGTON, D. C.

25 September 1943

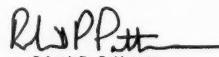
To the Men and Women
of the Dexter Folder Company
Pearl River, New York

I am pleased to inform you that you have won
for the second time the Army-Navy Production Award for
meritorious services on the production front.

You have continued to maintain the high stand-
ard that you set for yourselves and which won you distinc-
tion more than six months ago. You may well be proud of
your achievement.

The White Star, which the renewal adds to your
Army-Navy Production Award flag, is the symbol of appre-
ciation from our Armed Forces for your continued and
determined effort and patriotism.

Sincerely yours,


Robert P. Patterson
Under Secretary of War



America's most futuristic weapon was born, of course—*on paper!* Without paper, there could be no Bazooka, no rocket projectile for it to fire, no enemy tank for that projectile to destroy.

Paper is war's first weapon, essential to invention, production, and strategy. No branch of the armed forces could move, sail, fly, or fight without it.

Hamilton Papers are, of course, at war. And the Hamilton mill at Miquon, near Philadelphia, is untiring in its efforts to supply enough for war's vital needs *and* for all essential uses here at home.... Consult Hamilton merchants when you need "good papers for good business."

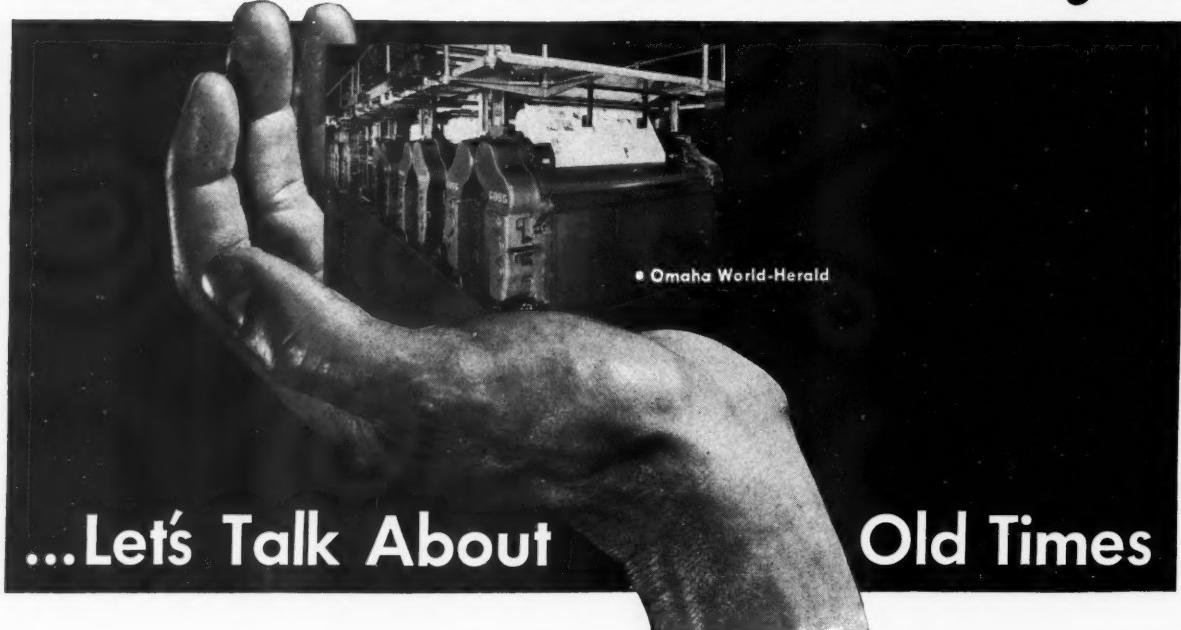
W. C. Hamilton & Sons, Miquon, Montgomery County, Pennsylvania.... Offices in Chicago and New York.

HAMILTON PAPERS

When Writing These Advertisers, Please Mention THE INLAND PRINTER



'Till We Can Turn a Hand To Presses Again



• Omaha World-Herald

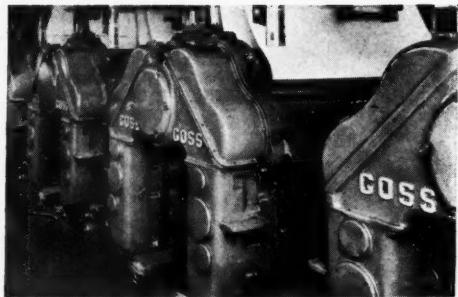
...Let's Talk About Old Times

... The days when keen competition kept business on the alert and skilled workmen put all their knowledge, craftsmanship and energies into the building of giant printing presses.

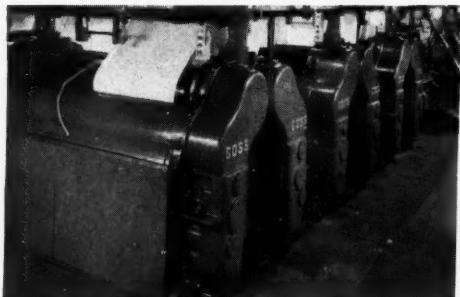
Those times will return . . . and when they do you will find these same men using renewed effort to fashion finer printing equipment. In the meantime we stick to our job of making mounts for 5-inch Navy anti-aircraft guns and like it!

A PARTIAL LIST OF LAST GOSS INSTALLATIONS

Minneapolis Star Journal & Tribune • Birmingham News & Age-Herald • Butler, Pa. Eagle • Youngstown Vindicator • Chicago Tribune • Johnstown Democrat & Tribune • Shreveport Journal • Omaha World-Herald



• Birmingham News & Age-Herald



• Johnstown Democrat & Tribune

THE GOSS PRINTING PRESS CO., 1535 S. PAULINA ST., CHICAGO 8, ILL.

GOSS

NEW YORK: 220 EAST FORTY-SECOND STREET

SAN FRANCISCO: 74 NEW MONTGOMERY STREET

LONDON, ENGLAND: GOSS PRINTING PRESS CO., Ltd.

Printing helps bring victory— it will help your customers, too!

1

Hammermill is dramatizing the importance of paper and printing in America's drive to victory. Linked with the news, its advertisements month after month reach the business executives who read *The Saturday Evening Post*, *Time* and other important magazines.

2

Each advertisement tells how printed forms step up efficiency . . . help overcome manpower shortages, green help, and the other wartime conditions which today harass 9 out of 10 of your customers. And each advertisement advises the business man to turn to his printer for help with his printed forms.

3

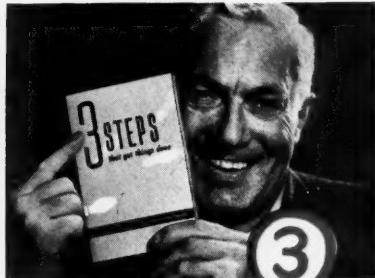
Hammermill offers your customers the book, "3 Steps that Get Things Done," packed with specific ideas that sell printing and paper. Send the coupon for your own copy. Then order—free—additional copies to put in the hands of your customers and prospects.

Send this coupon now!

NEW SECRET WARPLANE "FLEW" ON PAPER FIRST

UNVEILED IN ACTION for the first time in Sicily, North American Aviation's "Mustang" helped clear the skies of Axis aircraft. The Army wanted a plane which could do level bombing, dive bombing and serve as a fighter, too. North American designers drew up plans—on paper. Production schedules were set up, test flights were logged—on paper.

2



3

WHEN YOU'RE PLANNING a new wartime job, do it on paper first. Printed forms tell at a glance how much of the job has been done . . . who is responsible for following through. Paper work like this speeds production, gets jobs done right and fast.

USABLE, OFFICE-TESTED IDEAS in this little Hammermill book, "3 Steps that Get Things Done," help you organize work, assign and supervise jobs, follow through, check results, clear "junk heap" desks and free time for important matters. It's free. Send for this little book.

LOOK FOR THE WATERMARK

IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC

"KNOW HOW"
When you rely on paper to lighten your load, specify Hammermill Bond. Backed by 45 years' experience, Hammermill's papermakers have the "know how" to produce paper which meets every test of business use.

**HAMMERMILL
BOND**

FOR VICTORY, BUY WAR BONDS

HAMMERMILL PAPER COMPANY, Erie, Pa.

Please send me, free, a copy of the little book, "3 Steps That Get Things Done."

Name _____ Position _____
(Please attach to, or write on, your company letterhead) I.P.-Dec.

MEAD
papers



Increase production by using "33" Ink Conditioners consistently and eliminate many causes of poor printing.

The "33" Ink Conditioners, chemically engineered for all modern inks, are unsurpassed for Gloss Inks and Overprint varnish—Maintains and Improves Color Value—Minimizes Offset—Prevents Crystallization and Picking—Keeps Halftones Clean and Open—Conditions Rollers.

Average use: one-half ounce per pound of ink. The "33" Ink Conditioners are synthetic, 100% distilled, non-inflammable and non-toxic.

Write for your copy of "To the Pressman" which contains valuable information and send TODAY for the 8 pound trial container of "33" (letterpress) or "O-33" (litho) Ink Conditioner.



Central COMPOUNDING COMPANY
1718 North Damen Avenue, Chicago, Illinois

Merry Christmas
and a PROSPEROUS
NEW YEAR
AMERICAN ROLLER CO.
1342 N. Halsted St.
225 N. New Jersey St.
Chicago, Ill.
Indianapolis, Ind.

PLANT APPRAISAL and PURCHASE

Competent service
enables you to take
advantage of present
favorable market
conditions.

Type & Press of Illinois
220 South Jefferson Street
Chicago 6

NATIONALLY-DISTRIBUTED

- ALA.: Partin Paper Co.; Sloan Paper Co.
- ARIZ.: Blake, Moffitt & Towne; Zellerbach.
- ARK.: Roach Paper Co.
- CAL.: Blake, Moffitt & Towne; Commercial Paper Corp.; General Paper Co.; Zellerbach.
- COLO.: Dixon & Co.
- CONN.: Rourke-Eno Paper Co.; Arnold-Roberts; John Carter & Co.; Green & Low; Henry Lindenmeyer & Sons; Storrs & Benten Co.; Whitney-Anderson.
- D. of C.: R.P. Andrews; Barton, Duer & Koch; Stanford.
- FLA.: Capital Paper Co.; Central Paper Co.; Everglade Paper Co.; Jacksonville Paper Co.; Tampa Paper Co.
- GA.: Atlantic Paper Co.; Graham Paper Co.; Macon Paper Co.; Sloan Paper Co.
- IDA.: Blake, Moffitt & Towne; Zellerbach.
- ILL.: Berkshire Paper Co.; Birmingham & Prosser; Blunden-Lyon Paper Co.; Chicago Paper Co.; Dwight Bros. Paper Co.; LaSalle Paper Co.; Marquette Paper Corp.; Messenger Paper Co.; Swigart Paper Co.; James White; Zellerbach.
- IND.: Central Ohio; Century Paper Co.; Diem & Wing; C. P. Lesh; Crescent Paper Co.
- IOWA: Carpenter Paper Co.
- KAN.: Central-Topeka.
- KY.: Louisville Paper Co.
- LA.: Alco Paper Co.
- ME.: Arnold-Roberts; C. H. Robinson.
- MD.: Antietam Paper Co.; Barton, Duer & Koch; Baxter Paper Co.; O. F. H. Warner & Co.
- MASS.: Arnold-Roberts; Butler-Dearden; Carter, Rice & Co.; John Carter & Co.; Century Paper Co.; Cook-Vivian; Mill Brand Papers, Inc.; Paper House of N. E.; Storrs & Benten Co.; Percy D. Wells; Whitney-Anderson.
- MICH.: Beecher, Peck & Lewis; Birmingham & Prosser; Carpenter Paper Co.; Grand Rapids Paper Co.; Seaman-Patrick; Union Paper & Twine.
- MINN.: John Boshart; General Paper Corp.; Stilwell-Minneapolis Paper Co.; E. J. Stilwell.
- MO.: Acme Paper Co.; Central States Paper Co.; K. C. Paper House; Tobey Fine Papers, Inc.; Weber Paper Co.; Zellerbach.
- MONT.: Carpenter Paper Co.
- NEB.: Carpenter Paper Co.; Western Newspaper Union; Western Paper Co.
- N.J.: Bulkley, Dunton & Co.; Lathrop Paper Co.; Lewmar Paper Co.; J. E. Linde; Henry Lindenmeyer & Sons.
- NEW YORK CITY: H. P. Andrews; Beekman Paper & Card Co.; Bulkley, Dunton & Co.; Canfield Paper Co.; M. M. Elish & Co., Inc.; Forest Paper Co.; Green & Low; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyer & Sons; Marguadrt & Co.; Merriam Paper Co.; Miller & Wright; A. W. Pohlman; Reinhold-Gould, Inc.; Schlosser Paper Corp.; Vernon Bros. & Co.; Walker-Gould-Plehn; Willmann Paper Co.
- NEW YORK: Fine Papers Inc.; Franklin-Cowan; J. & F. B. Garrett; W. H. Smith; Union Paper & Twine.
- N. C.: Dillard Paper Co.
- OHIO: Alling & Cory Co.; Central Ohio; Chatfield Paper Corp.; Cincinnati Cordage; Cleveland Paper Co.; Diem & Wing; The Johnston Paper Co.; Ohio & Michigan Paper Co.; Scioto Paper Co.; Union Paper & Twine Co.
- OKLA.: Carpenter Paper Co.; Tulsa Paper Co.
- ORE.: Carter, Rice & Co. of Ore.; Fraser; Zellerbach.
- PA.: Alling & Cory Co.; Chatfield & Woods; A. Hartung & Co.; Johnston, Keffer & Trout; Thos. W. Price Co.; Raymond & McNutt Co.; G. A. Rinn; Schuykill Paper Co.; Whiting-Patterson Co.; Wilcox-Walter-Furlong; H. A. Whiteman & Co.
- R. I.: John Carter & Co.; Narragansett Paper Co.
- S. C.: Dillard Paper Co.
- TENN.: Bond-Sanders Paper Co.; Clements Paper Co.; Sloan Paper Co.
- TEX.: L. S. Bosworth Co., Inc.; Carpenter Paper Co.; C. & G. Paper House; Clamptt Paper Co.; Graham Paper Co.
- UTAH: Carpenter Paper Co.; Zellerbach.
- VA.: Old Dominion Paper Co.; Cauthorne Paper Co.; Richmond Paper Co.; Roanoke Paper Co.; B.W. Wilson.
- WASH.: Blake, Moffitt & Towne; Carter, Rice & Co. of Wash.; Tacoma Paper & Stat'y Co.; Zellerbach.
- WIS.: Bouer Paper Co.; Wisconsin Paper & Products Co.; Woelz Bros.



hold it high!

It is your American birthright... the lamp of Liberty in a darkened world . . . the hope of enslaved peoples on two continents. Hold it high! In the silent reaches of your heart and mind and soul. In every breath you take. In every advertisement you print!

"Propaganda" is an ugly word. Too often, it suggests IMpropaganda. We mean the foreign kind . . . weasel words used to conceal meaning rather than convey it. But "A war-message in every ad" is not propaganda. It is a vital service to your country

(and to yourself!) in time of war.

Absenteeism. Inflation. Black Markets. Man-power. Conservation. Nutrition. War Bonds. War Charities. Unity among All Classes. The list is long, but the opportunity is longer. "Paper Makers to America" says to the users of Mead, Dill & Collins, and Wheelwright papers that it is a duty . . . to spread the word . . . to hold high the white flame of Freedom, for those now living and for countless generations to follow.

The war has just begun!

U.S. WAR SAVINGS BONDS! The Best Buy in Paper Today!

THE MEAD CORPORATION

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

Offering a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond, Moistite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White, Printflex, Canterbury Text, and De & Se Tints.



SALES OFFICES

THE MEAD SALES COMPANY
DILL & COLLINS INC.
WHEELWRIGHT PAPERS, INC.

230 PARK AVENUE, NEW YORK CITY

New York
Chicago

Philadelphia
Dayton

Boston
Kingsport



When you want to know
GO TO AN EXPERT

IT'S THAT WAY in buying paper, too. The best reference for Rising papers we can offer is the opinion of printers, whose reputation depends largely on the quality of the papers they use.

For years we have been supplying these paper-wise experts with fine papers for letterheads as well as every other purpose.

Today we invite you to take advantage of the prestige of Rising craftsmanship by putting your business letterhead on one of the Rising papers. Among others: Rising Bond (25% rag), Rising Line Marque (25% rag), Finance Bond (50% rag), Rising Parchment (100% rag). Prices on a par with other quality papers. The Rising Paper Company, Housatonic, Mass.

HERE'S HOW
WE TALK ABOUT YOU
TO YOUR CUSTOMERS

*The advertisement
on the left
is one of Rising's
business-building campaign
appearing in:*

TIME
BUSINESS WEEK
U. S. NEWS
ADVERTISING & SELLING
PRINTERS' INK
SALES MANAGEMENT
PURCHASING
THE REPORTER

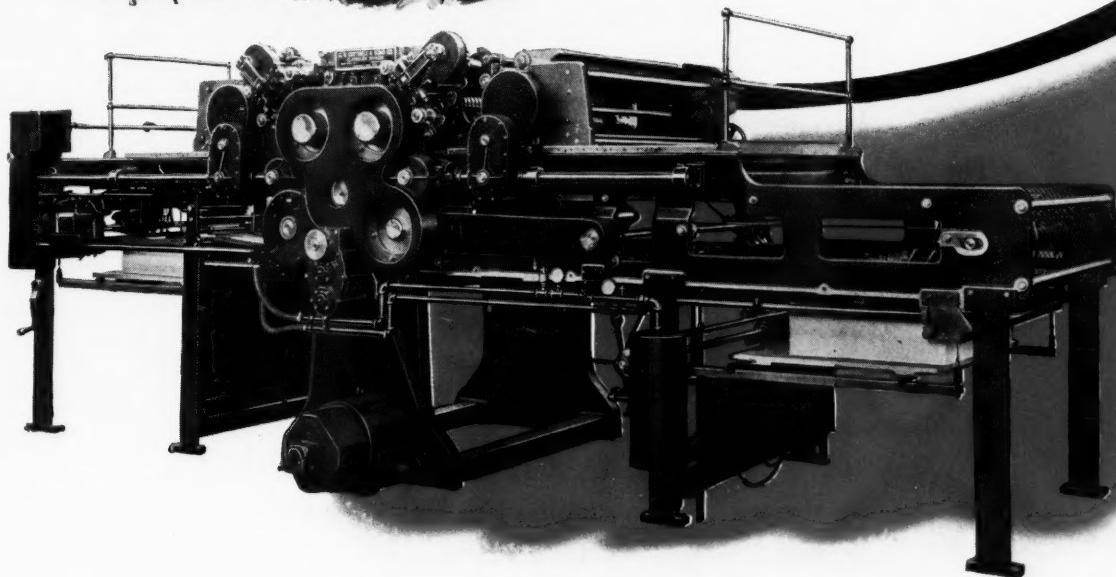


ASK YOUR PRINTER - HE KNOWS PAPER

Let PAST PERFORMANCE BE YOUR GUIDE



A man's record of what he has done for others is the best indication of what he can do for you. Likewise, in selecting a printing press, what that press has done—as expressed by actual users—is your best guide for selecting the press you want after the war.



If it's a two color sheet feed rotary press you are considering, investigate the Cottrell-Claybourn press. It offers high speed and printing economy enjoyed by large edition printers.

Facts, not claims, support this statement. Production reports by users show that the Cottrell-Claybourn press produces at a speed of 5500

sheets an hour in two colors. It combines register and superior ink distribution. As for ink economy, savings of 15 to 20% have been reported.

So, if past performance is any indication of the future, you can't afford to overlook the Cottrell-Claybourn two color rotary press.

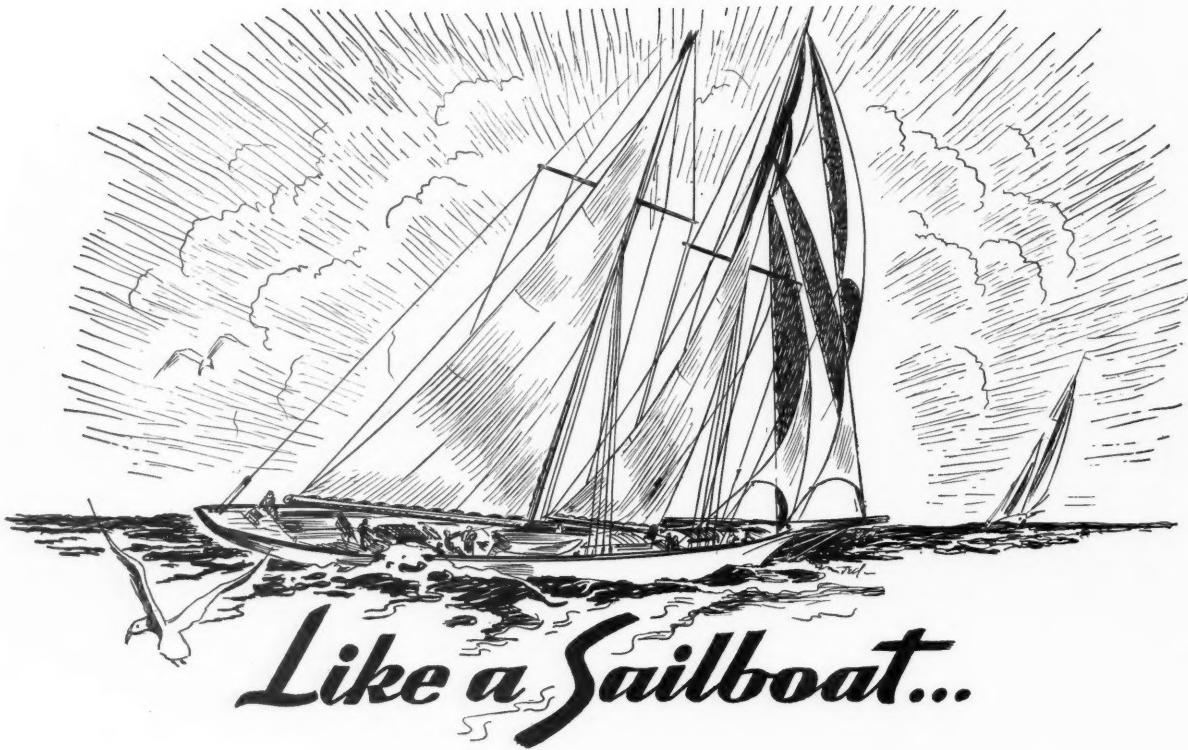
Weapons Today Mean Presses Tomorrow



C. B. COTTRELL & SONS CO.

Westerly, Rhode Island

New York: 25 East 26th Street • Chicago: Daily News Bldg., 400 West Madison Street • Claybourn Division: 3713 North Humboldt Avenue, Milwaukee, Wis. • Smyth-Horne, Ltd., Chipstead, Surrey, England



The quality in Patawite 9-lb. manifold is like a sailboat. It's expressed in its beauty, strength and utility.

Patawite is made on precision fine-paper machines. That's how it gets such strength and such a beautiful printing surface. That's why it's the practical light-weight sheet for folders, broadsides, airmail stationery, office forms, carbon copy paper and dozens of other uses.

Today, war conditions make it impossible to supply *all* the demands for Patawite. When supplies become more normal again, we do hope you will give Patawite the opportunity of proving itself with an actual trial.

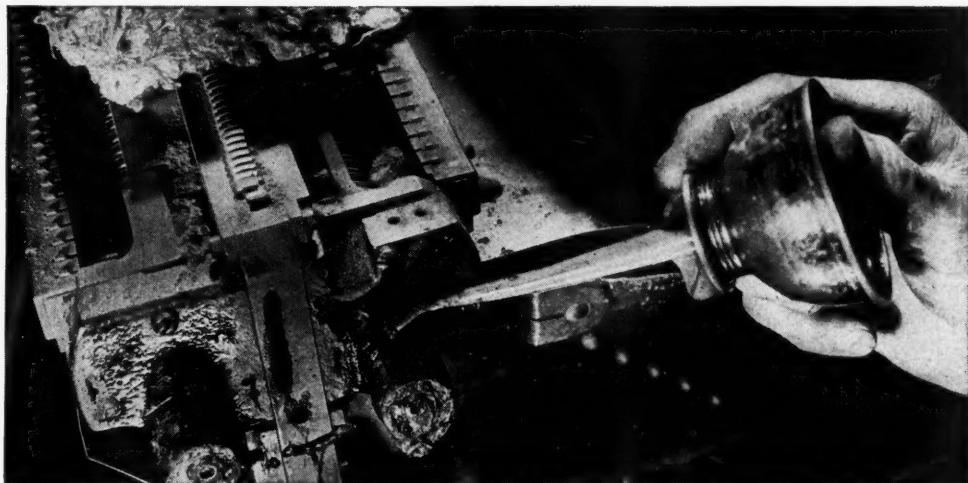
PATAWITE^{9 lb} Manifold

REG. U. S. PAT. OFF.

Paterson Parchment Paper Company • Bristol, Pennsylvania

WEST COAST PLANT: 340 BRYANT STREET, SAN FRANCISCO 7, CALIFORNIA
BRANCH OFFICES: 120 BROADWAY, NEW YORK 5, N. Y. • 111 WEST WASHINGTON STREET, CHICAGO 2, ILL.

R



Mechanical Hygiene!

Machines, like men, must be healthy to do their best work—essentially a matter of mechanical hygiene. The good machinist knows that

A healthy machine is a clean machine;

A healthy machine is properly lubricated;

A healthy machine is in proper adjustment.

The prescription for production is to keep your Linotype healthy—it pays (aside from being a necessary wartime measure for preservation). Let it keep on working with a smile!

Set in Linotype Custom Old Face

For Index to Advertisers, See "Classified BUYERS GUIDE" in Back



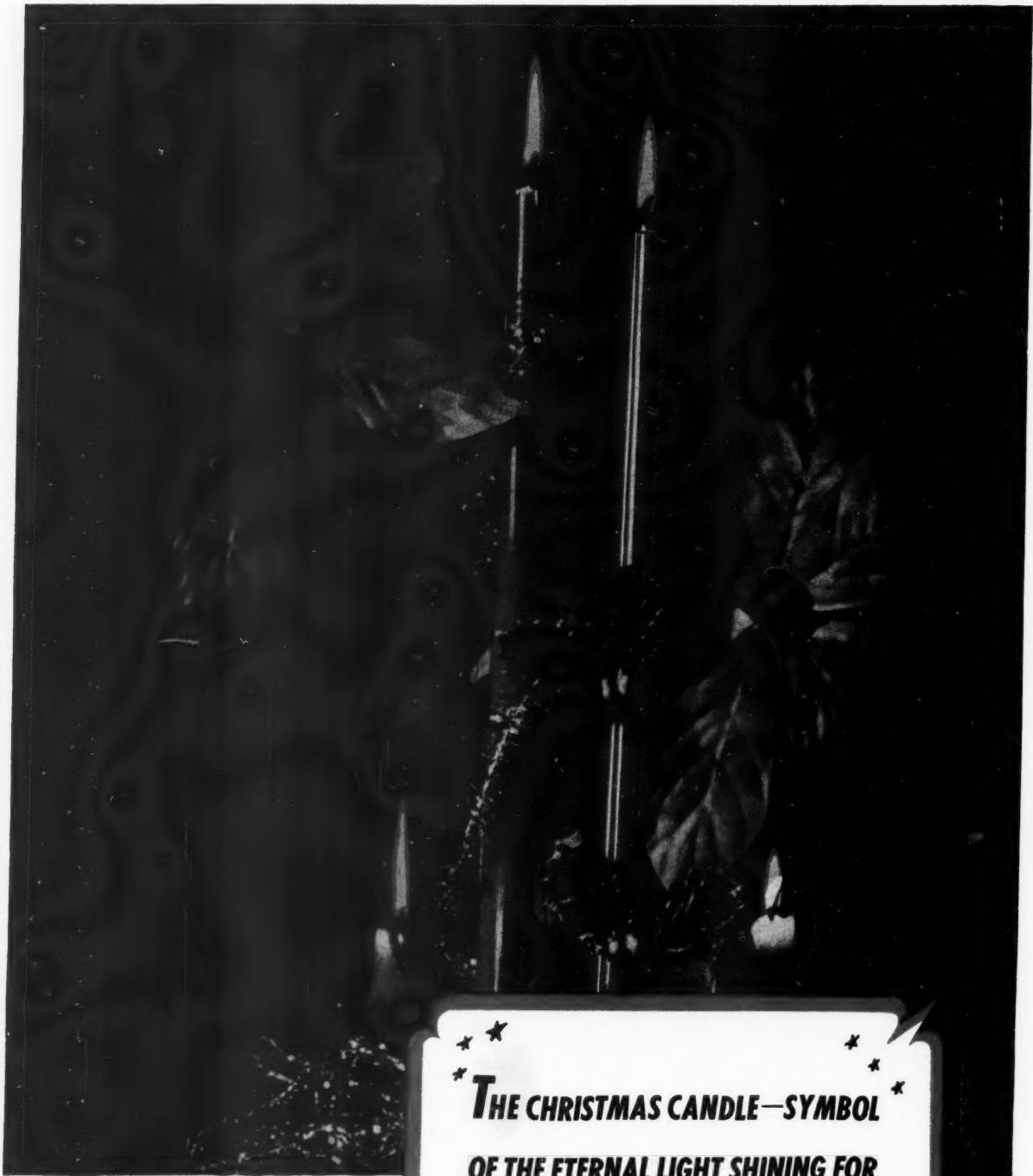


Illustration by courtesy of Heyden Chemical Corporation, New York City.

**THE CHRISTMAS CANDLE—SYMBOL
OF THE ETERNAL LIGHT SHINING FOR
ALL MANKIND. KEEPING ITS IDEALS
EVER BEFORE US WILL HASTEN THE
DAY OF LASTING PEACE ON EARTH**

LOIS WILLY

The Inland Printer

PUBLISHED MONTHLY BY TRADE PRESS PUBLISHING CORPORATION, CHICAGO, ILLINOIS • J. L. FRAZIER, EDITOR

DECEMBER, 1943

Standard Apprenticeships Set Up by Minnesota Printers

on uniform training system. Will base three grades of certificates on time, type of work, and plant equipment

NEW APPRENTICESHIP STANDARDS to govern training and operating practices in the State of Minnesota have been agreed upon by the Graphic Arts Industry, the Minnesota Editorial Association, and the various printing trades unions operating in the state, including the International Brotherhood of Bookbinders and Bindery Women, the International Printing Pressmen and Assistants' Union, and the International Typographical Union.

CONFORMS WITH NATIONAL LAWS

Execution of the apprenticeship program will be under the direction and the authority of the Minnesota State Graphic Arts Apprenticeship Committee to be composed of three members who represent employers and three members representing the printing trades crafts participating in the new agreement. Local joint apprenticeship committees will be organized to operate local training programs within the printing and publishing industries.

It is stipulated in the preamble to the standards that the adoption, acceptance, and operation of the apprenticeship program "is intended to be in complete conformity with the rules and regulations set up by the Federal Fair Labor Standards Act and its wage orders, and the Walsh-Healy Public Contracts Act."

The program will also be operated under the Minnesota Apprenticeship Law, and the Minnesota Apprenticeship Council set up by that law has indicated its purpose to work with the organizations involved to

make the new apprenticeship plan successful.

Three grades of apprenticeships are provided for in the agreement. In communities of less than 5,000 population the three year apprenticeship of 2,000 hours a year will merit a Class C Apprentice certificate to be issued by the Minnesota Apprenticeship Council.

This training will require that a proportionate amount of time be spent by the apprentice in composition, presswork, and bindery work. Should any such apprentice desire to complete the requirements for B or A certificates in any one of the printing trades the number of hours of the Class C training will be credited on the standard requirements for such certificate.

TRAINING OF COMPOSITORS

The Class A certificate for compositors calls for 12,000 hours training or the equivalent of six years of 2,000 hours each. In the newspaper branch of this classification the apprentice is required to have to his credit: 1,000 hours of proving galleys; 1,000 hours holding copy; 1,000 hours on the newsbank, assembling takes, heads, handling of running copy, and in general assembling of type for makeup; 2,000 hours in all branches of makeup; 5,000 hours on composition and distribution, and 2,000 hours either keyboard operations or mechanisms and the care of typesetting and typecasting devices, or composition and distribution.

The Class A certificate in the commercial branch of composition

requires 2,000 hours work in each of six classified groups of activities which cover all possible operations in a modern composing room.

The Class B certificate for compositors in both the newspaper and commercial shops calls for the employment of 10,000 hours in doing specified operations.

WILL MAKE LOCAL ADJUSTMENTS

In general, apprentices in communities of over 50,000 population will be classified in Class A, while those in communities of less than 50,000 and more than 5,000 population will be classified in Class B. Apprentices in the communities less than 5,000 population are listed in Class C.

However, if equipment and work of plants in small communities require Class A or B apprentices the State Apprenticeship Committee will make such adjustments.

A Class A pressman's certificate will be granted upon completion by the apprentice of 10,000 hours of assisting pressman in maintenance and operation of all types of presses, while a Class B pressman's certificate will be issued to the apprentice having served 8,000 hours in doing such work.

A Class A Bindery Men's certificate will be granted to an apprentice after he has put in 8,000 hours at the trade as follows: 1,000 hours stockroom work and jogging; 1,000 hours perforating, round cornering, drilling, punching, stitching, automatic stitching, and stripping machines; 2,000 hours on cutting—all

types of machines; 2,000 hours folding—on all types of machines; and 2,000 hours binding—all machines.

A Class B certificate will be issued to bindery men upon completion of an aggregate of 6,000 hours in the same operations as specified in Class A, 25 per cent fewer hours in each class being specified.

SUBJECT TO PROBATION PERIOD

A Class A Bindery Women's certificate is granted upon completion of 4,000 hours of apprenticeship divided as follows: 1,000 hours counting, wrapping, labeling, tying, handling, tabbing; 750 hours gathering, collating, hand folding, tipping, and hand numbering; 1,500 hours hand whipstitch or sewing, and on blank book stitching, automatic stitching, flat and saddle stitching; 750 hours perforating, punching, drilling, and round cornering.

A Class B certificate for bindery women calls for the same number of hours and the same operations as required of a Class A apprentice.

Apprentices are subject to a probationary period of not more than 500 hours employment during which the apprenticeship agreement may be annulled by the committee upon application of either the employer or the apprentice. However, such annulment must be registered with the state director who is operating under authority vested in him by the Minnesota Apprenticeship Act.

In the event that apprentices are not receiving the required amount of training or instruction they may appeal to the apprenticeship committee whose duty it is to see to it that such adjustments are made as it may deem necessary.

THOROUGH TRAINING OF YOUTHS

All applicants for apprenticeships must be at least 16 years of age, they should have the equivalent of a junior high school education, and may be credited for advanced rating, provided they have had previous printing experience the value of which will be determined by the apprenticeship committee "after a careful review of the merits of each individual case."

The leaders of the new Minnesota apprenticeship plan stated in their agreement that it is because of their recognition of the need for the development of highly skilled and efficient craftsmen in the printing industry that the voluntary program

of apprenticeship was formulated under the Minnesota Apprenticeship Law. In further explanation of the committee's ideas, the following statement appears:

"The purpose of establishing apprenticeship standards for all the graphic arts trades of Minnesota is to open to young people the opportunity to obtain the thorough, all around printing trades training that will equip them for profitable employment and citizenship; to set up, as a means to this end, a program of voluntary apprenticeship under an approved apprentice agreement providing facilities for their training and guidance in the arts and crafts of industry and trade, with parallel instruction in related and

supplementary education; to promote employment opportunities for young people under conditions providing adequate training and reasonable earnings; to relate the supply of skilled workers to employment demands; to establish standards for apprentice training; to establish a state joint apprenticeship committee to assist in effectuating the purposes of these standards."

In the set-up as agreed upon, provisions are made for the ratio of apprentices to journeymen in each of the various classifications; supplementary instruction and instructors, wages, working hours of apprentices, continuity of employment, adjustment of differences, and other factors to make the plan operative.

PROTEST POSTAGE INCREASE

● Users of direct mail advertising are concerned about the proposed doubling of rates in third class mail matter which would lead to a reduction of volume of printing in that class. The argument is advanced that postal rates should not be used by Congress as a means of taxation; that rates should merely be ample to pay costs of operation of the service rendered by the postoffice department.

Printers and others are being urged to have the United States Senate refer the postoffice rates in Section 403 of the proposed new revenue act to the regular Postoffice Committee which proposes to make a thorough study of postoffice receipts and expenditures by divisions, then adjust rates on the basis of operating costs. The agitation also revolves around the idea of having installed in the postoffice department an adequate cost ascertainment system by which accurate figures may be obtained.

A bulletin released by the information service of the post-office department reveals an increase in revenue of the postal service of 17.16 per cent for the quarter ending September 30, 1943, over the corresponding quarter of 1942. It also indicates that revenues for the twelve months preceding that date were \$12,000,000 in excess of expenditures despite "the payment of more than \$60,000,000 in increased salaries to postal employes under new legislation, the handling of vast volumes of mail free for Government agencies and the men in the armed forces, and increases in contract rates for transportation of mails in the star routes, mail messenger, and motor vehicle services."

Platemaking Developments Aid Printing Progress

New methods have made possible making of more durable, sharper press plates for both letterpress

and offset use. Further improvements appear likely for the near future • By Douglas C. McMurtrie

ANOTHER INVENTION very important to the progress of the industry was stereotyping. The important feature of stereotyping is that plates can easily be curved for rotary presses. Stereotyping made possible the casting of curved plates and rotary printing from a web of paper, which utilizes the entire movement of the press, something we do not get in presses which operate with a reciprocal bed motion.

In recent years there have been many efforts to improve the quality of our stereotyping, both for curved and flat plates. Recently I saw a booklet printed from type and from 133-screen halftones, produced from flat stereotypes. No one would believe the booklet was produced from stereotypes unless they had confidence in the statements made by the manufacturer of the mats.

Electrotyping — another method of duplicating forms so they can be printed at high speeds with little concern about the stability of the units involved—has not been as enterprising as we would like to see it. It is very simple for the collateral trades in our industry to lie dormant and to be satisfied with things as they are. It took considerable pushing to get some changes in electrotyping procedures.

But we have recently seen some encouraging changes. A number of years ago plating with nickel and chromium were developed, with the resulting longer life of the plates. Recently, due in part to the copper shortage, a method of depositing iron in building up of the face of plates has been developed.

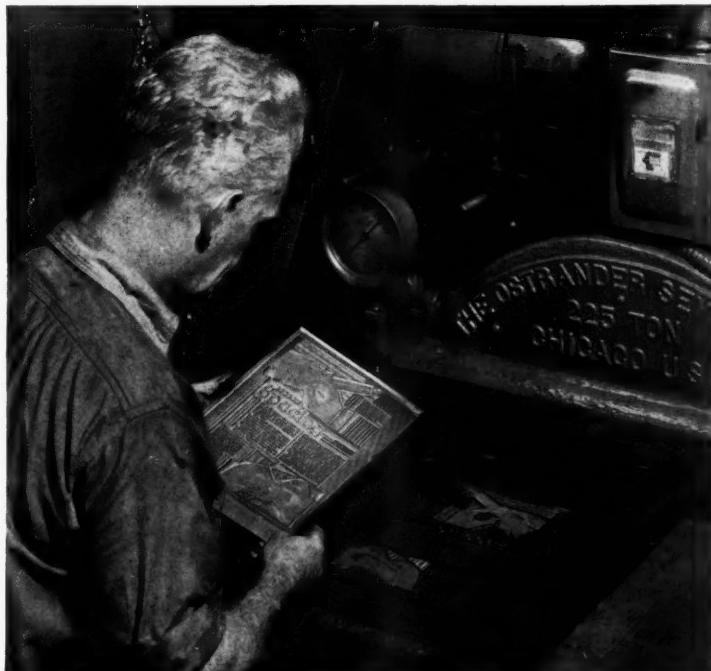
Wax molding, which has a number of fundamental disadvantages, is being replaced to a considerable degree with a new molding material, Tenaplate. In the beginning Tenaplate started out with a sheet aluminum backing. When aluminum was no longer available the manufacturer turned to copper, and

when copper was denied a special paper backing was developed which is working out quite successfully.

The use of a silver spray, which eliminates the need for wet-leading in electrotyping operations, removes a source of much grime and dirt which we ordinarily associate with an electrotypes foundry. The

use precision methods—and not to take an imperfect thing and patch it up with an infinite amount of hand work.

The most important development lately has been the use of rubber and plastics in making duplicate plates. This started out with hand-engraved rubber plates, molded rub-



Tenaplate has made it possible to mold type forms without smashing them, and at the same time retaining advantages of perfect register for color work and the fine detail of lead molding

"step and repeat" process of positioning in register smaller units to make up composite electrotypes has helped many specialty printers.

As with stereotypes, one of the important features of an electrotypes is that it can be curved to fit the rotary press. An important step in recent years has been the development of precision methods for the making of electrotypes. For much of this we must pay tribute to Lex Claybourn, who went out into the wilderness, as it were, telling us that the way to print effectively was to

ber plates were later developed, and now the plastics and resins are being used and experimented with in making printing plates. While there are many difficulties, real progress is being made in this direction.

One of my friends who is an authority on printing presses says that one of the important things about plastic plates is that they are lighter than the metal plates. He points out that the heavy plates require heavy press cylinders and limit the press speeds, and that converting to plastics will make it possible to design

lighter and less expensive presses and to run them at higher speeds.

The ideal for good electrotyping is first to prepare your forms right, to take the time to put in bearers that will support the printing face, to see that your electrotyper has the right ideas about quality printing plates, and to insist that they go through the foundry without being "over-finished." Ideal finishing, of course, is perfect mechanical leveling. We haven't yet arrived at this ideal, and more plates are ruined by being hammered to death than from any other cause.

I honestly believe that we are now getting some very real encouragement with respect to the progress in the photoengraving industry. I read a few days ago the most encouraging news for the letterpress industry that I have seen for a long time. The photoengravers have set up a research committee at the instigation of a photoengraver in Columbia, South Carolina, Eugene H. Salmon. He writes in a current issue of the *Photo-Engravers' Bulletin*:

"After the war an operator will make a negative with an entirely different idea of time of exposure from the one he has now. He will make negatives that are absolutely uniform and once he has mastered the system a good operator will turn out uniform negatives with never more than a 2 per cent record of make-overs. It is hoped that a developer will be discovered that will last a long time and be stable for a longer period than is true today.

"There will be no stripping of the square finish halftones or combination line and halftones, unless negatives have to be stripped together to compensate for copies of varying reductions. Negatives will be dried very quickly and uniformly. Printing down on metals not now used by photoengravers will make it a much simpler matter because of the uniformity of negatives and because the various enamels may by that time be so improved as to work more uniformly than enamels work today. Burning in will be done so evenly and easily as to be unbelievable.

"Re-etching in most cases will be eliminated due to the type of negatives used in the beginning of the process and powdering will be done mechanically."

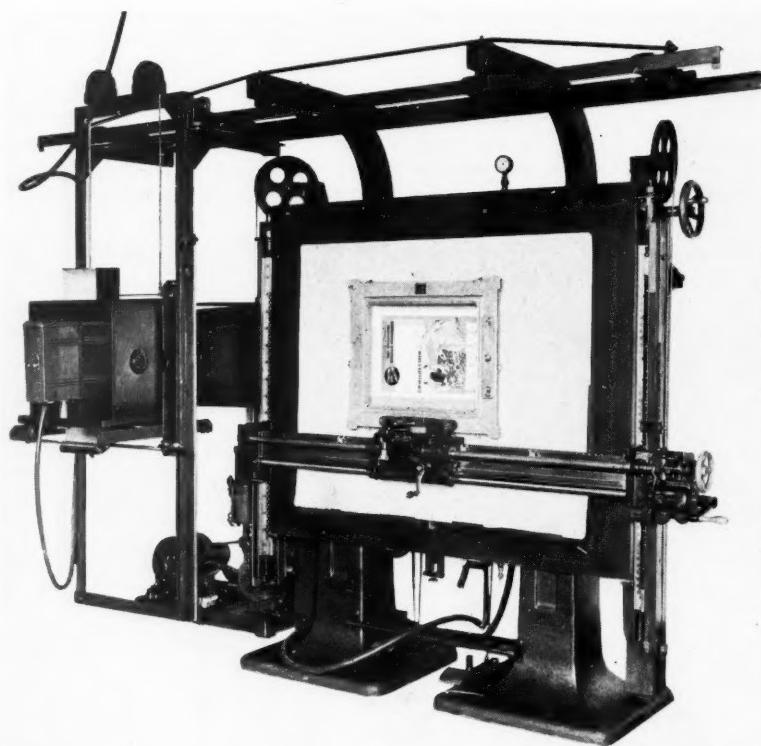
And then he goes on to say that the cuts will all be mounted in big

flats and then sawed up, and various other things. These may be predictions but they are based to a considerable extent on facts and presage important news in the offing.

At the last Craftsmen's convention announcement was made of a practical way to etch zinc electrically. If there is any product more prone to imperfections than the zinc line-cut I have never heard of it. It

other the Kromo-Lite process, which was developed by Harold M. Crosby at the New York *Daily News*. Highlight halftones can be made easily and economically by either process.

Many experimenters have worked with gelatin printing plates. Some have attempted to make them with swelled gelatin. Latest development is a gelatin-coated plastic plate that is sensitized, photographed, devel-



The Monotype-Huebner photo-composing machine. This type of machine has made it possible to produce plates for four-color offset presses in perfect register, something that was quite a feat years ago

is pure chance when you get one from which you can print a really nice job without needing to hand-engage it about as carefully as you would engrave an original on a wood block, because of the ragged edges, which show up in printing and especially in electrotyping. Anything that will improve etching of zinc and take edges straight down, as is claimed for electric etching, would be a boon to the printing industry.

Highlight halftones are very attractive but are so expensive that almost no printer can afford them under ordinary circumstances. Two different processes have recently been developed to make these halftones more rapidly and efficiently. The one is the fluorescent process, developed in Los Angeles, and the

oped, and the soluble gelatin washed out down to the plastic.

I think that letterpress printers have to hand it to the offset printers for progress and enterprise in both platemaking and presswork.

As most of you know, development of the offset press was almost wholly an American achievement. One story goes that Alfred S. Harris, until his recent death chairman of the board of Harris-Seybold-Potter Company, discovered this process by observing a sheet that was offset on the back when a feeder forgot to trip the impression on his press.

I will not try to go into details of offset progress, but I want to call your attention to the work of one great genius in this field, William C. Huebner. It is hard to evaluate

all the contributions that this man has made. He is in many respects the most forward-looking man connected with the printing industry—a dreamer who promises us many things and who delivers enough of them to make many of his dreams worthwhile.

The rapid success of offset printing has been largely due, I think, to the fact that the offset process is rotary printing. I believe that in many respects rotary printing is the key to further progress in the letterpress industry.

Development of deep-etch methods within the last few years makes it possible to print with a thicker film of ink, which overcomes one of the chief disadvantages of offset printing. As you know, deep-etch is almost universal practice with the better offset houses.

One of the chief reasons for the healthy state of the offset lithographers is their program of co-operative research.

Rotogravure is another very important process in the printing industry. It began with advantages over offset but had some other disadvantages, one of which was the heavy film of ink which was deposited on the paper and which limited the printing speeds to the time needed to dry the ink. Volatile ink solvents and enclosed ink fountains made it possible for the rotogravure printer to step up printing speed so much that the letterpress printer was left far behind.

The requirement of carbon-tissue, with its need for skillful handling and etching, is felt by everyone to be quite a handicap. An improved process of rotogravure platemaking, utilizing a halftone screen, is being developed by the Miehle Company. The process is called "Intaprint." It is now more or less quiescent due to the war, but will be promoted vigorously after peace is declared. Certainly the technique is more simple than the method now employed.

Another process brought out in recent years and constantly growing in importance is silk screen.

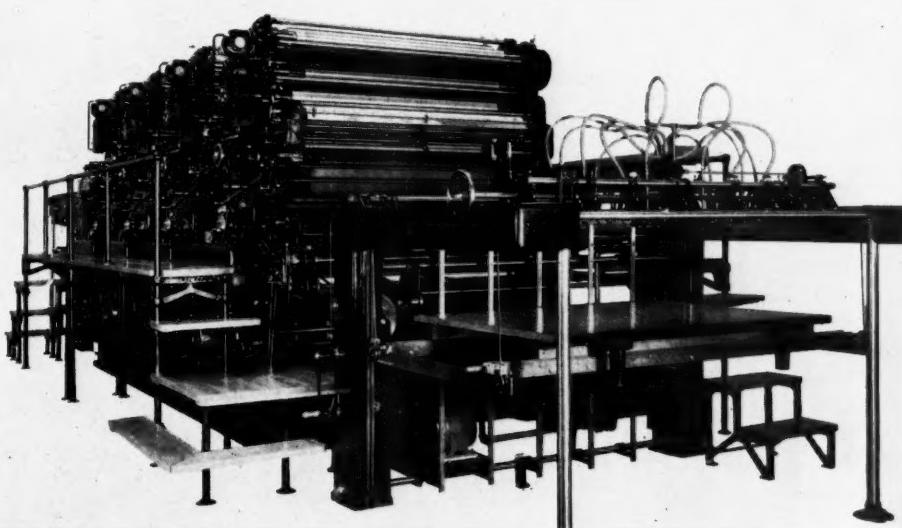
I want to take off my hat to the papermakers. Again the fruits of co-operative research have resulted in a better product. Paper is one of the few products that can be bought today in a better quality and at a lower price than twenty or twenty-five years ago. Alert papermakers

have been giving us a continuously better product and lowering manufacturing cost. They have thereby contributed materially to the prosperity of the printing industry.

The most important recent development in papermaking has been the invention and making of process-coated, which delivers a coated paper on the rolls for web printing without a supplementary separate coating operation. You have heard

Another development in the same field is the cold-set inks, which are applied hot and set when the ink strikes the cool paper. More recently an inkmaker in Michigan developed moisture-set inks, which are especially important for printing breadwrappers and the like. These inks set whenever steam or moisture is sprayed against them.

We have reported in our *Bulletins* and abstracts the development of a



The modern, easy-to-get-at four-color offset press manufactured by Harris-Seybold-Potter Company, which will produce up to 4,500 sheets of a maximum size of 46½ by 68½ inches every hour if runs

about the use to which this coated paper is being put here in Chicago, in printing *Life* and other work.

I have said that the letterpress printer has been losing out to the competitive processes because he couldn't match their high printing speeds, and their resultant lower costs. Who has come to the front to help correct this situation? Well, lately, the inkmakers have really put their minds to work.

They have developed four different ways to dry inks more rapidly. These have resulted in tremendous advantage to the letterpress industry. The most important method, I think, is the use of heat-set inks. These inks have solvents with a narrow boiling range, and when the fresh printed sheet is heated by passing it momentarily through a veritable roaring furnace the solvents are completely and instantaneously boiled out or evaporated, leaving the sheet in condition to immediately go through a folder.

water-base carbon ink for newspaper printing, which dries almost the instant it hits the paper. From these developments you can see that the inkmakers are on the alert to do their part to improve the industry.

Rollermakers and manufacturers of bindery equipment are also taking part in the procession to make printing more efficient and better than it has been in past years.

Another very important development in the industry recently has been the use of production control methods, the advancement of job planning, and the management of jobs. The Public Printer told me the other day that the superintendent of job planning at the Government Printing Office was being promoted to be one of the chief assistants to the Public Printer. More and more we are finding that it pays to plan a job thoroughly before it is printed rather than to let it get into the shop without planning.

To be concluded next month.

I.P. BREVITIES



If it's odd, it's here. Stray items about the trade and the men who make it
Bits of information collected and set down for your edification and pleasure

● THE PROPHET IS WITHOUT HONOR in his own land, according to the old proverb. And that fact must make THE INLAND PRINTER a prophet, at least in the field of religious education.

For several months we have published a compact feature "Current News and the Bible" which has caused no apparent reaction among American printers.

It remained for *The Indian Witness*, a Methodist publication in far-off Lucknow, India, to uncover our sparkling light. In its issue of August 12, recently received here, in an editorial discussing everyday Christian living in the so-called "Christian" nations, were the following paragraphs.

"There are two outstanding business journals in America which are rendering a national service by giving prominent space to Christian teachings. THE INLAND PRINTER of Chicago and *Editor and Publisher* of New York City are the standbys for multitudes of printers, editors, and publishers throughout America when it comes to matters of technique and policy. But today these papers are standing for something more than mere proficiency in intellectual and material things. There are moral and spiritual values that cannot be ignored if any nation is to prosper and endure.

"On page two we present one of the monthly Christian messages from THE INLAND PRINTER. It clearly indicates that place is being given to matters of the Spirit. Those in high political and military positions realize today that it is folly to shut God out of our calculations. But that is exactly what many of us are doing. THE INLAND PRINTER has rightly recognized its responsibility to the printers of America."

● THE FIRM OF Edward Stern and Company in Philadelphia has long made a practice of furnishing presidents for the United Typothetae of America.

Raymond Blattenberger, Stern vice-president, who recently finished a term as president of the U. T. A., was the third employee of the Philadelphia firm to hold that office.

This year Edward Stern and Company introduced a new member to the U. T. A. meeting in Indianapolis in the person of J. F. Matlack, its young plant manager. Possibly the firm has its eyes on a fourth presidency.

● BACK IN THE GOOD OLD DAYS, just after a long series of small newspapers had folded in his face, Opie Read, wrestling with another shoestring beginning, put on a genuine struggle to make a success of his humorous and literary *Arkansas Traveler*.

He was pained therefore, when applying for a railroad pass, to receive this turndown from the superintendent of

the railroad: "I cannot say that I am much acquainted with your *Arkansas Traveler*. Where does it go, anyway?"

"The *Arkansas Traveler*," replied the disgruntled ex-itinerant printer, "goes all over the country. It was with greatest difficulty that we kept it from going to hell."

He got his pass.

● WHEN THE OPERATOR of a hotel and restaurant adjoining the Milan, Ohio, *Weekly Ledger* sought an injunction prohibiting all operations of the press used in printing that paper, Common Pleas Judge E. H. Savord branded such an injunction as "repulsive to any sense of reason."

He recommended as a compromise measure that the printing press not roll after 9 p. m. any night, so that "noise and vibrations" would not disturb sleepers and late eaters.

● CHINA'S *Shanghai Evening Post* and *Mercury* has had its ups and downs, but now is rolling out a Chungking edition, with eight hand-set tabloid pages. Cornelius V. Starr heads it, with Frederick B. Opper doing the editing. It is the first American newspaper to be published in Free China.

Printed in a dugout on wheezy Chinese presses brought from Hankow, extra copies are printed for distribution to the American forces in China. Randall Gould, editor of the New York edition, went to China with Opper to get the Chungking edition started. Gould and Opper edited the paper in Shanghai before the Japs moved in.

● NORMA SHEARER, temporarily making her home in Atlanta, Georgia, was the unknowing cause of the black-bordered notice which was posted on the bulletin board in the city room of the Atlanta *Constitution* by managing editor Josh Skinner.

It began: "In Memoriam, To the Fine Art of Good Reporting, died a lonely death Sunday afternoon at the Municipal Auditorium, Atlanta, Georgia . . ."

Miss Shearer, who had consistently refused to see interviewers and photographers, made a public appearance at a Jeanette MacDonald concert. She was introduced, took her bow, "flashed personal," was smothered by autograph-hounds.

In the audience were some thirty-two people from various departments of the *Constitution*. Not one of them thought of calling for a photographer to snap the charming Shearer. No one thought in all the excitement to ask her the few simple questions that would have been her first interview in Atlanta.

So Josh Skinner wrote: "The Fine Art of Reporting died. We miss him so."

● MOST MANUFACTURERS assure us that tomorrow's world of peace will not be too cluttered with unbelievable gadgets. But what could happen to your favorite newspaper—and what may happen to it when practical television "supplements" the news—was shown to fifty editors and publishers at a recent demonstration given at Schenectady, New York, by the General Electric Company in co-operation with the Albany *Times-Union*.

On the screens of regular household television sets were projected pages of a special edition of the *Times-Union*, then the stories, advertising, and comics were re-enacted. A commentator pointed out the geographic significance of war developments; proposed tax laws were explained by the use of stacks of silver dollars. What will please the ladies—and possibly the men—was that real fashion models stepped out of display advertising. Want ads illustrated the actual merchandise, which in this case included a baby buggy.

While commercial television has remained almost at a standstill, it is said that technical improvements have been amazing. It was reported that at the General Electric-Times-Union demonstration much of television's early flicker with resulting eyestrain was missing.

It is expected that combination television, short wave, standard broadcast, and frequency modulation receiving sets will be available after production is resumed for as low as \$150. This may not be the day after the war ends.

● A HAY BALER advertised for sale in the Princeton, Missouri, *Telegraph* found a ready market with three soldiers in the Southwest Pacific area.

In a letter to Lloyd Covey, Princeton agent for Standard Oil Company of Indiana, who had received the baler in payment of a bill and advertised it for sale, Privates Fred H. Alley, Cap Fair, and Robert D. Driskell said that there was great demand for a hay baler in their area—the Jap crop was so good.

They wanted to know what price a bale of the nips would bring on the Princeton market.

● THE MAN WHO DELIVERED the equipment for the first Mexican print shop by pack train from St. Louis to Mexico City in 1870, and who stayed to set it up and operated it for several years, died recently. He was ninety-year-old Chester Flournoy, of Pine Bluff, Arkansas.

One of the fastest hand typesetters in the South, Mr. Flournoy had retired from the printing business twenty years ago. After his years in Mexico he returned to Arkansas to work first for the Pine Bluff *Commercial* and then served as foreman and director of the editorial room of the old Pine Bluff *Press-Eagle*.



"The Human Eye in Anatomical Transparencies." Bausch & Lomb Optical Company

Transparencies in Natural Colors Aid Study of Human Eye

• The illustration above shows two pages from the book which is causing quite a stir in medical circles. Produced by the Milprint organization in Milwaukee for Bausch & Lomb Optical Company, Rochester, New York, the book is designed to make anatomical study of the eye more accurate and convenient.

The most interesting feature of the book is the section of thirty-four anatomical paintings which were reproduced by means of five-color rotogravure. These paintings are printed on sheets of cellulose acetate and each of them represents a layer of the dissected human eye. The front view of each layer is printed on one side of the transparent sheet, the rear view of the same layer on the back of the same sheet. Bound in perfect register the thirty-four sheets make up front and side views of the eye, and as each sheet

is lifted another layer of the anatomy comes to view exactly as it would if a skilled surgeon were dissecting it.

The original paintings, which have been insured for \$10,000, were made by Gladys McHugh, medical illustrator of the University of Chicago, supervised by Dr. Peter C. Kronfeld, an associate professor of ophthalmology at Illinois and Northwestern Universities.

In etching the rotogravure cylinders for the paintings, every color involved tone etching. The usual work on cellulose acetate involves the tone etching of only one or two cylinders.

The entire edition of 10,000 copies was sold within six weeks after introduction. The list price is \$6.50. Plans are being made for another edition, and the publishers hope to have copies available early in 1944.

THE *Salesman's* CORNER . . .



BY FORREST RUNDELL

"**S**OMEONE needs to be able to prepare printing for direct mail advertising." The speaker was Frank Coutant, Managing Director of Fact Finders Associates, addressing a meeting of the Associated Printing Salesmen of New York. "Advertising agencies prepare beautiful and effective space advertisements," he continued. "That is their special field. But only long established mail order houses have developed the technique of successful mail advertising."

While Mr. Coutant might have added that there are a few advertising agencies specializing in direct mail, his proposition is substantially correct. Post-war business will need someone to prepare printing for direct mail advertising. And there is no one in a better position to learn how to do it than the printing salesman with a flair for creative work.

Printing for direct mail has much to recommend it. It is account business rather than single orders. The runs are fairly long. Each mailing generally consists of several different pieces. Furthermore, if a mailing pulls unusually well it is profitable to send out a series of mailings to the same list. All in all, the salesman who learns the direct mail technique will be in a position to get some very satisfactory business when post-war days come.

But before a salesman is ready to help his prospects prepare their mailings he must learn the fundamentals of direct mail technique. Getting orders by direct mail is like shooting quail. The hunter must fire a gun load of fine shot to bring down one bird. The direct mail seller who has an established article is getting average results if he makes four sales for every hundred

pieces he sends out. And if he is introducing a completely new article it is the exceptional mailing that brings back more than two orders from each hundred pieces that go into the mail box.

The printer who goes into direct mail printing must first learn to figure how good a mailing he can build for the amount that can be spent, rather than how cheaply he can build a job to a set of specifications. Say his customer is marketing an article or service priced at \$10. Assume that he can spend a maximum of \$3 for selling expense. On a basis of 4 per cent sales he is justified in spending \$120 a thousand mailings. Deducting \$20 for postage and mailing expenses leaves \$100 a thousand for mailing pieces and envelopes; enough to build a fairly elaborate mailing.

But if he has an article selling for \$3 he may only be able to spend \$1 to sell it. This is \$40 a thousand. Deduct mailing expenses and only a little over two cents each is left for printing and envelopes.

Second: The printer may have to revise his ideas of typography and layout. The average prospect for mail selling knows nothing of type faces. Direct mail demands typography that is legible and pictures that show the advantages of the product. But layout must be sufficiently compact to keep the mailing at minimum weight. Large areas of white space, wide leading, or fancy typographic layouts must prove their value.

Third: The would-be direct mail printer needs to know more about what makes a mailing click. He needs to know how to build a mailing piece that will hit the prospect in the eye with the thought: "There may be something here that I want.

I'll read it and see." For example: I spent an hour and a half examining printing exhibits at the Ninth Annual Printing Exhibition of the New York Employing Printers Association for ideas on typography, layout, and color. I found a Sears, Roebuck Christmas catalog in my mail that evening. When I put it down, after half an hour, I realized with a start that I had spent more time reading the catalog than I had spent in looking inside of all the pieces at the Printing Exhibition. Any direct mail printing that has such a personal appeal as that will sell goods.

Fourth: The printer must sell himself on the necessity of using only the methods and mailings that have successfully passed severe tests. Some manufacturers have been almost put out of business by "shooting the works" on untested mailings. Here is an instance. A manufacturer bought 25,000 three color blotters with return cards attached and envelopes to match. He mailed 15,000 and sat down to await results. Just three cards came back, all inquiries—no orders.

There was nothing the matter with either the product or the list. But the mailing should have been tested first. For proof a young advertising man wrote letters offering the product to 100 names on the list and made a clear profit of \$34.

Fifth: The printing salesman must learn about mailing lists. He must know how to get them, how to use them, and how to keep them clean. A poor mailing list can ruin the pulling power of the best piece ever sent out. The subject of lists is too large for extended discussion here but is one that the planner of direct mail must know thoroughly.

The salesman who wants to add direct mail advertising to the kinds of printing he is equipped to sell will need to do considerable studying to prepare himself for it. But this is a field which is not overcrowded and in which there are profitable accounts to be obtained.

If he will start now to prepare himself to handle direct mail work he should be a long way on the road by the time the war ends.

American Printing Produces Vital Weapon for War

The graphic arts industry has cooperated with the Office of War Information to solve the problems of

production for *Victory* magazine, Uncle Sam's weapon for propaganda • By DeWitt A. Patterson

LONG BEFORE the entrance of the United States into the war, Germany's printed propaganda had demonstrated well the Nazi conviction that the pen, if not mightier than the sword, at least shared honors with the battle-front weapons of war. All the inherited skills and techniques, as well as newly developed methods of German printing were poured into the battle.

Our own magazine, *Victory*, is now published to counteract the effect of such enemy publications as the German *Signal*, Japanese *Nippon*, and Italian-Japanese *Yamato*. This is a bi-monthly, 80-pages-and-cover letterpress periodical which carries the story of America's greatness in word and picture to the far corners of the world.

BETTER JOB FOR LESS MONEY

When Uncle Sam sets a production goal to beat the Axis, whether in tanks, planes, ships, or printing, he utilizes the utmost ingenuity and resources of that industry to set unmatchable records of performance and quality. Although this country spends but a tenth or a twentieth of what Germany spends for the same purpose, *Victory* magazine is winning a battle of printing abilities.

In design *Victory* follows the contemporary trend of broad pictorial treatment, bleed pages, an ingenious treatment of white space and terse, punchy headlines, with the text set in easy-to-read blocks of carefully spaced type. It is well-proportioned to a 10½- by 14-inch page size and includes sixteen four-color process pages, sixty-four pages of black and white, and cover.

In producing *Victory* the American printing industry has overcome many production obstacles not usually encountered in magazine publication. The problems involved in printing a high quality publication in several languages, including Arabic (which uses reverse pagination), are extremely complex. It is doubtful whether these problems could be

so efficiently solved anywhere else in the world. Only in America, where traditional democracy and freedom of speech have encouraged a foreign language press, could be found the modern type matrices in all of the necessary foreign languages which make it possible for all editions of *Victory* to be machine-set, assuring uniform accent marks and character shapes, as well as requisite speed.

America—the "melting pot"—also uniquely provides the loyal person-

was, perhaps, a fortunate circumstance, since very close coördination is required between the printers and translators as the job goes to press.

After the English edition of *Victory* is written and set in type all copy is turned over to the translators, who are specialists in the written expression of their individual languages. They must be of the caliber of professional writers in their native tongues. They not only must translate from the English, but must



Left to right: DeWitt A. Patterson, Charles J. Felten, both of the Bureau of Overseas Publications, Office of War Information, and Philip R. Bookbinder, specialist in setting type for foreign languages

nel for this peculiar typesetting job; people who can apply a knowledge of English and typesetting together with a knowledge of native tongues and idioms to tools of translating and setting a complete publication.

Extreme care has been exercised in the selection of type faces to be sure that they represent the highest quality for the purpose in each of the many languages involved. The Printing Section of the Overseas Bureau of Publications, the Office of War Information, has done a vast amount of research on the printed versions of foreign languages.

ALL TYPE SET IN NEW YORK

In preparing to print *Victory* it was found that the greatest proportion of necessary type, machines, and personnel for simultaneous production of all foreign-language editions of one publication was concentrated in the New York area. This

also fit the translated copy into the allotted space. It is often necessary to cut or add to the copy to overcome peculiarities of expression in a given language, while retaining the thought and inference of the English version. This is particularly difficult for the Arabic edition, where there is an approximate loss of 30 per cent in space requirements.

TRANSLATORS CHECK PRESS SHEETS

Even after the material has been okayed once in page proofs, pre-made-ready press sheets are re-read and checked by the translators. This extra care prevents captions becoming mixed accidentally by printers who do not understand the foreign versions.

Victory represents the finest and most successful practice in publication layout for interest and readability. Color break-up and the use of spreads throughout the magazine



require extra care in the preparation of original layouts, so that they can be readily adapted to the reverse pagination (reading from back to front) required in languages such as Arabic, Chinese, and Persian.

IMPROVE GERMAN METHODS

Because it is essentially a picture magazine, *Victory* provides an opportunity to demonstrate America's superiority in the adaptation of direct-color photography to commercial use. Although Germany has long made a specialty of this color photography, only in America has this technique been fully developed for commercial mass production.

Obviously, full-color photographic reproductions are an outstanding feature of the *Victory* magazine, and contribute much to its popularity with readers overseas. That popularity, incidentally, is very real. It

On facing page: Typical spreads from a recent issue of *Victory*, showing use of pictures to portray the American way of life and its achievements on the production front. These pictures are printed on high-speed presses—many of them in four-color process—but quality ranks with best done anywhere

is not possible to satisfy the demand for the magazine. People in foreign lands are being made aware that America leads, not only in wealth and ability to produce, but also in the development of an art for appreciation by the masses.

Halftone screens throughout are 120 lines to the inch. All engravings are specially etched to print best on the paper stock, photographs and Kodachromes predominating in the copy. Color correcting and re-etching are skilfully employed to insure faithful reproduction of all detail.

HANDLED IN PAGE UNITS

Photoengravings are made with the bearers for electrotype molding, each page complete with every picture set up in position. Since the pictorial format remains the same throughout most editions, each language, as it is translated, set up in type, and approved, is locked for the foundry, pattern electrotype are made and are incorporated with the original photoengraving plates. The complete pages are then finally lead molded and steel-faced electrotype are made for lockup on the press. This insures a solid, secure, overall printing plate which can be fastened to patent base with a minimum use of register hooks.

When the edition in one language has been printed an entire new set of plates is used to replace the old set. This eliminates much positioning, lineup, registering, checking of margins, and other details which are more easily accomplished in the electrotype foundry with the pasted dummies for guidance.

may be appealing in one country may not be appropriate in the other countries receiving *Victory*.

In order to meet the production schedules, *Victory* is printed in two plants—the English and Arabic editions in one, and all other language editions in another. The total run, at present, is approximately 500,000

America

THE IMMORTAL Benjamin Franklin, philosopher, scientist, statesman, one of the founders of American Democracy, ever helped his countrymen stay productive and free of toil. The children gazing in awe reverence at his statue (pictured on the opposite page) illustrate better than words the devotion of the American people to the ideals of Democracy which the country's founders handed down to them.

For Democratic America is not only the land of the free; it is the land of the productive. The two must go hand in hand if Democracy is to be a working part of the people.

Every last ounce of America's vast productive energy, its unlimited resources and its magnificent will to victory are being used to preserve the Four Freedoms: Freedom of Speech, Freedom of Religion, Freedom from Want, Freedom from Fear—for the liberty-loving peoples of the world. Because the American people know well

the benefits of living in a democracy that guarantees "Life, Liberty and the Pursuit of Happiness," they are willing to surrender all their lives to defend that men of all races, all colors and all creeds have these benefits for themselves. This is the humane mission of the American fighting men on the battlefronts of the world today.

The Nazi and Fascist countries say that Democracy doesn't work, that it makes men soft, that it cannot produce for war. In making itself the Arsenal and the Weapon of Democracy, America is taking upon itself the burden of proof that the Axis underestimates the power of the people to defend that which they cherish.

What is happening to the production goals of 185,000 planes, 120,000 tanks, 55,000 anti-aircraft guns and 23,000,000 tons of shipping in this America that bases its government on a Bill of Rights granting freedom to all men? Here are the facts and the figures to show how America is ful-

filling her promise to the United Nations:

1. As many as 25 bombers a day are being flown to England.
2. Plane engine production in most plants is nine months ahead of schedule; tank production is seven months ahead of schedule.
3. One single factory alone produces a four-engine bomber every hour.
4. A Boeing B-17 Flying Fortress goes down the ways once every week at a single U.S. shipyard.
5. Total military plane production in the United States stands at the 5,000 per month mark.
6. Total U.S. expenditures for war materials months ago reached \$90,000,000 a day.

America's heritage of freedom, its strong and productive people, its vast resources . . . all are united behind the great United Nations Victory Program for the preservation of liberty and justice for all men.



This quiet street, these tree-shaded homes, are typical of America. It is to preserve for all men the right to live in peace that America is fighting.

To acquaint citizens of the United Nations with our efforts to insure their freedom as well as our own, and tell them what that freedom means, pages such as this are sprinkled throughout the magazine.

In languages having reverse pagination, an entire new makeup and lockup is obviously required. These languages also necessitate, in many cases, the remaking of original photoengravings and electros to conform to new page spreads, and format changes necessitated by the reverse order of the pages.

Many picture replacements and text changes are likewise required in other foreign languages, due to the fact that editorial matter which

copies. This run is broken down into different quantities for the various language editions, which comprise comparatively short individual runs. Economy in making such short runs has dictated employment of sheet-fed rather than roll-fed presses. The entire publication is produced on one- and two-color flat-bed cylinder presses from steel-faced plates on patent bases, insuring the utmost register, distribution, and quality of color printing.

Careful attention to detail characterizes every step in the production of *Victory*. At every stage the Overseas Bureau's Printing Section bears in mind that this publication must prove its superiority in a war of quality and appeal, where the enemy has a number of advantages which must be overcome. One of the German advantages has been access to shorter supply lines for delivering its finished publications. *Victory*, however, must meet sharp limitations in allowable weight and cubic-foot displacement, to avoid taking up that cargo space needed for troops, food, and weapons. This problem has been solved by means of bagging rather than boxing for shipment, and through the extensive use of broken stowage.

GET ROUGH TREATMENT

In addition, packing must be vermin-proof, since some packages may travel on ancient merchant vessels and often stand for long periods on rat-ridden wharfs awaiting pick-up. It must be waterproof, because the shipping cases may have to travel lashed to open decks, then overland by devious routes, often in steamy, rainy climates. Above all the magazines must reach their destinations with a right-off-the-press appearance which will surpass that of the enemy publications, and without loss of clarity and effectiveness.

All of these transport obstacles resolved themselves into a problem of paper stock, with weight and displacement the No. 1 factor. Shipping specifications called for a 35- or 40-pound stock for *Victory*—for a deluxe pictorial publication! At first the mills were not enthusiastic about producing a 35-pound No. 1 casein-coated stock, or even experimenting with it. A few pessimistic souls said that it couldn't be done.

SOLVE PAPER PROBLEMS

It is axiomatic, however, that one of the best ways to get any American industry to do a job is to say "It can't be done." The printing and paper industries decided it could be done, and the first special *Victory* stock made had a 25-pound body and 10-pound coating—a completely impractical weight in No. 1 casein-coated stock according to all known paper industry practice. Today the special stock being made for *Victory* magazine meets all the requirements, and most of the accompany-

ing problems have been solved—a wartime triumph for the American paper and printing industries.

PRINTERS CHOOSE OWN METHODS

Many new problems arose when the stock finally went on the press. Sheet sizes for *Victory* forms are 44 by 59½ inches, and few printers had ever handled such heavy color and black and white forms with such light-weight stock. Production was slow for a while, compared to running speed for normal weights. But the production on this stock is now reaching normal speed. No single formula has been found for maintaining this production. Each printer has experimented and adopted the method best suited to his plant.

At the time the special light-weight *Victory* stock was developed there was no great shortage of pulp. It was developed to overcome shipping difficulties, while upholding the high standards of printing quality. Today, however, this paper is more than paying its way by doing its share in the conservation of pulp. The total amount of pulp used in all issues of *Victory* to date amounts to only 280 tons.

MAGAZINE DOES ITS JOB

Is *Victory* doing the job for which it was designed? Our foreign correspondents and O.W.I. representatives overseas report that it is. The people in the neutral and occupied countries want to know more about America and American life. *Victory* is helping America and her Allies to win over the peoples of neutral and front-line nations, and making an effective bid for their co-operation in shortening the war and maintaining the peace that will follow. Most copies are loaned from family to family and read by many persons. They are cherished as valuable historical documents and are exhibited with great pride.

While the shining light of publicity has been directed mainly to those industries which produce our mechanical weapons of war, we of the printing industry can also be justly proud of the major role printers' ink is playing in the production of the other weapons which, though they may seem less tangible, are nevertheless as highly effective in persuasiveness. The printing industry of America has met and surpassed the enemies of Democracy in producing one more weapon for war.

Typographic Clinic

by HOWARD N. KING

Typographic Director of
The Maple Press Company
York, Pennsylvania

The cover page of an annual report was selected for the typographic clinic page this month because it is typical of many such jobs done by both large and small printers. The original Exhibit A has little interest and appeal. It is flat in appearance because the small sizes of type are overshadowed by the large gaps of white space. Long and short lines, set with little contrast of type sizes, have been spread over the entire page with very little regard for their display value.

Exhibit B falls into the modern class. Here Bernhard Tango and Bernhard Modern Roman combine to give the page a certain air of distinctiveness. Contrasting sizes and styles of type, an interesting border, and finally the off-center position of the entire design take this cover out of the run-of-the-mill class.

Exhibit C is an effort to give this cover page a "bookish" appearance. Book typographers love Baskerville and here this lovely type face lends its charm and dignity to a booklet which is going to dignified stockholders. Note the decorative effect that the old style italic figures have upon the whole design and notice how easily one is able to grasp the entire message at a glance. Finally note design's orderly appearance.

Exhibit D is a further attempt to show what can be accomplished with strong, bold advertising types. Here Bauer Beton Open and Styrene Extra Bold, printed in a colored ink to tone down the weight of the bold types, combine to give the page a forceful appearance. The modern rule treatment at the foot of the page helps to give it shape.

Annual Report
of
TELEPHONE
BOND AND SHARE COMPANY

FOR THE YEAR
1942

Eleven Hundred King Street
WILMINGTON, DELAWARE

Annual Report
of TELEPHONE BOND &
SHARE COMPANY ✦ for
the year 1943 ✦ 1100 King
Street · Wilmington, Delaware

ANNUAL
REPORT
for the year 1943
TELEPHONE BOND
& SHARE COMPANY

ELEVEN HUNDRED KING STREET
WILMINGTON · DELAWARE

**ANNUAL
REPORT**

for the Year 1943

TELEPHONE BOND & SHARE COMPANY
1100 KING STREET · WILMINGTON, DELAWARE

An Efficient Stock Control System Cuts Shrinkage

To retain its efficiency, the system you adopt should be simple. Such a system as the one described here will

eliminate "invisible loss" and help set your house in order for the post-war boom • By A. C. Kiechlin

HIGH TAXES, the very probable continuance of our wartime restrictions after hostilities, the great printing volume certain to materialize after they sound the last "all-clear," and the many other complex problems arising from the war compel the printer to do a much better job of business management if he expects to keep "heads up."

Lax methods will no longer click because the business world of today and tomorrow is an uncharted sea. The old yardsticks no longer hold true. The printer must scrap or revise many business practices of the pre-war years. He can no longer get maximum results on experience alone; he must feel his way in the new business era with improved managerial methods.

One important managerial tool that few printers utilize, particularly those of moderate size, is stock control. In much field work among printers we have observed that less than 20 per cent of the small and moderate sized plants employ stock control efficiently and even those in the upper volume brackets cannot boast on this score.

Because stock control is of such importance to profitable operation now and in the post-war period, we made a survey of eastern printing plants to find out why it was so badly neglected.

We discovered that it was not put to maximum use for these reasons: 1. Printers use no system at all because they assume that stock control is costly and involved, 2. They use a system badly "tailored" to the business, 3. They use too elaborate a system, 4. The system is satisfactory but its operation is not.

Based upon our field study, our opinion is that there is a need for a simple stock control system that the small and moderate sized plants could use advantageously and that could be used by the larger printers with a few additional trimmings to suit their requirements. We devised

such a system and offer it here. (See next page for reductions of cards.)

One form is all you need. The dependable stock control system will comprise: 1. The recording medium, loose-leaf or card, 2. The control medium or forms, 3. The operating routine, from the purchase order to the materials requisition slip.

Cards, preferably 8 by 6 inches, are the most practical and economical recording medium. Keep them in two card files with locks. One is for "live" cards (active), the other is for "dead" cards (inactive).

Stock control forms should contain only the essential information. Many systems coming under our observation in the past have been too elaborate, resulting in expensive upkeep or lax operation. In many cases, printers who cannot afford extra help in peacetime or who cannot get extra help today and are weighted down with an elaborate stock-keeping system, discard it or handle it half-heartedly.

Keep form make-up as simple as possible. List only the data needed to check the movement of the stock from the purchase order on to the production line. If necessary adjust the form, retaining fundamentals.

Incidentally, never fit a business to a system. Always fit a system to the business. That is another reason why printers have trouble with stock control forms. A small printer will use forms adaptable to a big printer's business or a big printer will adopt the system better fitted to a steel mill, hence it never works right. Make the recordings by hand. Write legibly. Illegible handwriting will wreck a stock control system.

The third essential is operating routine. Printers who start a stock control system should take inventory and enter each item's inventory on its card. The best time to start is right after taking inventory. File cards alphabetically.

Recordings on each stock control card must disclose the facts quickly. Some systems require extensive calculation to get the answer. Obviously this is costly and a headache to the printer short of clerical help.

Operation is slow if a file is cluttered with inactive cards. When an item becomes inactive, transfer it to a "dead" file. Never destroy cards—they are valuable statistically.

Where does the data come from that is placed on the stock control cards? From the purchase orders, materials requisition slips, or other records covering receipt or disbursement of materials and supplies.

STOCK CONTROL IN A NUTSHELL

The advantages of stock control include the following:

1. Keeps inventory in safe ratio to sales.
2. Detects theft, laxity, and errors.
3. Provides an inventory figure for the monthly profit and loss statement without taking a physical count.
4. Provides dependable data for statistical analysis to determine future operations on other than a guesswork basis.
5. Prevents long stocks and short stocks.
6. Prevents under-buying and over-buying.
7. Holds the capital invested in stock to reasonable limits.
8. Indicates what items need re-ordering and at what prices.
9. Keeps sales at a maximum, business prestige and customer satisfaction at tops.
10. Shows the average monthly movement of each item and total stock.
11. Provides information upon which to build a balanced stock, suitable to local demand.
12. Serves as a check on production efficiency.
13. Supplies data as to seasonal dips and peaks.
14. Decreases overhead by increasing item turnover.
15. Indicates the turnover of each item.
16. Serves as a check on production cost figures.
17. Reduces production delays.
18. Serves as a check on compliance with war restrictions.

The data may be transferred from the original records to cards daily, weekly, or monthly. If done accurately the balance on each card should show at a glance the quantity of each item in stock. Check the card balances against the physical count at inventory time and adjust the cards to agree with this count and the book records.

Bear in mind that stock control does not take the place of a physical inventory nor does it show the dollar value. It is primarily used to show the movement of the materials from stores to production. To compile an inventory figure from stock control cards for use on the monthly profit and loss statement, it is necessary first to take the balance on each card, multiply by the cost per unit, as shown on the reverse side of the card, and add up these totals on all cards.

A monthly profit and loss statement is essential to efficient management now and in the post-war period, but the printer cannot arrive at a dependable profit figure unless he knows his inventory. Taking a physical inventory monthly is a big job, hence printers often omit the monthly profit and loss statements from the usual managerial routine at considerable financial hazard. A stock control system can supply an inventory figure in a very short time which will suffice if the cards are checked with a physical count at least semi-annually.

All of the advantages of an accurate stock control system may not be experienced at this time when abnormal conditions exist, but even at that the printer with an adequate stock control system is better off than the printer without one.

When a full physical inventory is taken only once yearly or semi-annually, which is the practice in most printing plants, valuable information regarding the movement of materials and supplies does not become available until months later and then it is too late to effect the necessary economies.

We have known cases where the year-end inventory showed thousands of dollars loss, wiping out a book profit, and because stock control records were not part of the managerial curriculum it was impossible to make an accurate check-back to determine the reason. Anything could have happened to that

SIMPLE CARD SYSTEM OF STOCK CONTROL WHICH WILL ELIMINATE "INVISIBLE LOSS"

Item Color	Supplier Grade	STOCK CONTROL CARD											
		MONTHLY RECORD OF DISBURSEMENTS											
Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
1944													
1945													
1946													
MONTHLY RECORD OF STOCK ON HAND AND PURCHASES													Turn
Stock													1944
Rec'd													1945
Stock													1946
Rec'd													
Stock													
Rec'd													

This card is a numerical graph of paper, cards, ink, labels, and other stock items. Dollar value is not shown entries being made in sheets of paper or in other units.

Date ordered	Unit price	Date rec'd	Remarks

Back of the card above, which may also be used for keeping up-to-date information on price control, inventory restrictions, and other wartime Government regulations

Suppose the starting inventory in January is 5,000 envelopes. Place this figure beside "Stock" under January. During January 2,000 envelopes are received. Enter this figure beside "Rec'd" in the square below. Withdrawals for print jobs were 4,000 envelopes, as shown under "Monthly Disbursements," leaving a balance of 3,000 envelopes on February 1.

Each item should have a different card. If the heads as shown are insufficient, adjust them to suit your requirements. In very big plants the operating routine may require supplemental forms, but this card should suffice for the final recordings.

Stock should be withdrawn only on signed requisitions. File the slips. Re-

cording may be made daily with small pencil figures in each square, erasing them at the end of the month, inserting total in ink. Otherwise, recordings may be made weekly or monthly.

Beside "Stock" under "Total" on face of form enter average stock carried over a year. Take total units and divide by twelve to get the turnover of the item.

On the reverse side list date of order, unit price, and delivery date, providing a chronological record of prices and delivery dates, of utmost importance to the printer in the post-war period when prices may fluctuate widely. It will also help to determine how far ahead to place an order, thus minimizing shop delays.

stock during the year—theft, waste on the production line, an inaccurate counting of the materials as received. You can't manage a print shop with maximum efficiency from now on unless you get the lowdown on defects in the handling of stock.

We have known of cases where a one-half of 1 per cent differential between the physical and recorded inventory was high in plants where stock control was used, whereas in plants where it did not exist physical inventory was as much as 9 per cent less than the books showed. Accountants call this difference an "invisible loss," which may originate from short shipments not detected, spoilage, theft, waste, incompetence.

"Invisible loss" runs very high in plants without stock control because it is not controllable. On the other hand, stock control earmarks all the issues to product, thus making it impossible to cover up errors in the print shop or to charge the print shop with materials mishandled in a different way.

It also assures accurate costing. In 1940, while making a modernization survey in this field, we checked up on "invisible losses" and found that modernizers who kept those losses at minimum through adequate stock control showed an average of 22 per cent more net profit than those who let such losses run wild without stock control, yet both groupings were taken from printers who had modernized their plant equipment, indicating that modernization alone will not produce maximum profits.

For the time being the big reason for stock control is the higher cost and great scarcity of materials and supplies. Any loss on the inventory today because of mismanagement means more than in days when the markets were wide open. In pre-war years printers did get by without stock control but they could have earned more profit, saved money on purchases, and cut expenses if they had utilized this essential.

The purpose of this article is not to chide those printers who failed to use stock control yesterday but to caution them to get busy now because in the post-war period this important managerial tool cannot be disregarded without disturbing consequences. While stocks are more or less limited, you can get the system in good running order.

H. A. Porter Addresses Book Manufacturers Institute on Offset Lithography

THE first offset lithographic press built for paper was developed and shipped early in the twentieth century. The first presses were, like the development of the offset principle, the result of an accident. Two men working independently of each other—Ira Rubel, a lithographer at Nutley, New Jersey, and the late Alfred F. Harris, co-founder with his brother C. G. Harris, of the Harris Automatic Press Company, Niles, Ohio—were responsible for these developments.

In both instances the idea of an offset press was conceived from the faithful impression made on the tympan when a girl feeder failed to trip a press. These two men independently developed presses which were the forerunners of the present high-speed, multi-color offset presses that are attracting the interest not only of book manufacturers but of all branches of the graphic arts. The early Rubel press later on became the Potter offset press and eventually became the property of the Harris-Seybold-Porter Company in 1927.

The first known book produced by lithography was printed over a hundred years ago—in 1836. In 1942 an exhibit of books produced by offset at American Institute of Graphic Arts in New York brought over 500 entries. One hundred and sixteen publishers and lithographers were represented and ninety winners were selected. The importance of offset lithography as a method of producing books was very clearly demonstrated by the interest shown in that exhibit.

We can look to the future for a greatly increased use of offset lithography for book production. The war has been a tremendous educational force that has developed the book manufacturing industry. If the book manufacturer will be as alert to post-war needs as he has been to wartime needs a great future of usefulness will present itself. One of the post-war problems for book manufacturers, as well as for every other type of business enterprise, will be the delivery of maximum values to customers. Harris is intensely interested in the production of books by the offset method.

One publisher recently said that "Lithography has been developed to the point where it is in every way suitable for the production of our fine books." There has been definite development too in some types of binding produced



by the offset process. Also there has been an increase in offset production of book jackets beautifully done in color.

Naturally all printers and lithographers and all press manufacturing concerns are planning for markets of the future. The entire graphic arts industry is very alert to new developments. The outlook for your industry, from the standpoint of new equipment available, is a matter of interest. Although our plants have been converted to the war effort,

because the first job of all of us is to win the war, we have found time to make an analysis and survey. Second only to our avowed purpose of helping in the winning of the war, has been our consideration of post-war planning.

Harris will not be found wanting in post-war press developments when the time comes. It is my opinion that the equipment improvement in the graphic arts will not be revolutionary but gradual. It is interesting to note that most of the book production by offset is now being done on modern equipment—on single-color, two-color, and four-color sheet-fed presses. To these, in my opinion, will be added single-color sheet-fed perfecting offset presses in the post-war period.

Certainly it is easy to recognize that there will be an increase in the roll-fed or web presses for some kinds of book production. Of course advancements, developments, and progress can only occur as conditions and factors permit. Development of one mechanism of a press often waits for development of another mechanism before it can be used.

This same principle applies to allied products—paper, ink, rollers, printing processes. Equipment development at times also depends upon the availability of operators for handling the new equipment. Other factors are the ability and the willingness of markets to absorb new developments.

Book production by offset lithography has grown now to large proportions. Many people have recognized that volume will increase greatly in the post-war period. As far as Harris is concerned, we have always been an advocate of the principle that each printing job should be produced by the printing process to which it is best adapted. This holds true for book manufacturers the same as for all other producers of printing.

ALL ITEMS SUBMITTED FOR CRITICISM IN

Specimen Review

THIS DEPARTMENT MUST BE SENT TO US FLAT, NOT ROLLED OR FOLDED. REPLIES CANNOT BE MADE BY MAIL



By J. L. Frazier

THE ANNUAL AUTUMN PARTY of the Chicago Club of Printing House Craftsmen featured a menu with folds meeting at the center with the upper corners *curled back*—not folded—a space to reveal on inside the American flag in colors. The single phrase from our national anthem, "What so proudly we hailed at the twilight's last gleaming," is on the outside below the right-side furl of paper. On inside below the flag menu and entertainment appear, with the officers and entertainment committee names on the inside of the folds. With the exception of the flag menu was produced all in black and white.

FRYE & SMITH, of San Diego, California.—Your broadside which commemorates the fiftieth anniversary of establishment of your plant tells the story in simple terms of "then and now" pictures. The front cover has thumb-nail sketches of the important events occurring through those years, and a golden anniversary touch is added by use of "Fifty Years" in large script printed in gold. The first inside spread carries pic-



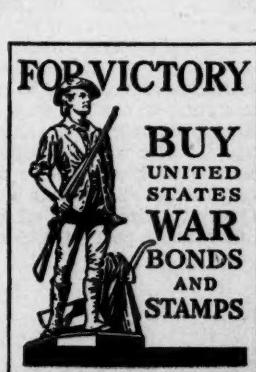
Maneke-Hausher Printing Company, Tulsa, Oklahoma, makes a pun on the event of its anniversary by means of a folder employing reverse color block to give it that air of something different

SAMUEL JONES AND COMPANY, of London, England.—In a class which will compare with many American house magazines with larger budgets and editorial staffs is *The Quarterly Magazine*, which circulates to employees of your paper mills in Tillycoultry, Scotland, and in Camberwell, Surrey. How in the world you manage to hold up the quality in the face of the many difficulties besetting British printers is beyond us. Your printer, Spottiswoode, Ballantyne and Company, also deserves praise. There is warmth in your magazine—warmth that will bring many of your former employees who are in the service back to you when Victory is won, more loyal than ever. Your "Camberwell Beauty" butterfly trademark gave you a marvelous opportunity to tie in with the war effort by raising money to buy a Spitfire for the R.A.F.

THE PRAIRIE PRESS, Muscatine, Iowa.—It is difficult to contemplate more beautiful work than that which comes from you. In general it is conventional styling, but it is anything but flat and "gray." Indeed, where suitable there are accents

tures of the plant and personnel at various times in your plant's history, and the large inside spread shows views in the modern plant. The offset halftones are commendably clear and clean.

LIBBY, MCNEILL AND LIBBY, of Chicago.—You flatter us by using for cover of your "A Quantity Recipe Book" an adaptation of the cover of our April, 1941, issue. This is the third time, to our knowledge, that this cover has been adapted. How many times it has been used without coming to our attention is difficult to estimate. Your artist has added a fine touch by his use of the smiling chef enclosed in a miniature border, similar to that used on the cover, to present the several divisions of the booklet. This provides a chance to carry the cover theme throughout the book, as well as to add some decoration to pages which would otherwise be rather flat, with less eye-appeal.



THE SENG COMPANY
AT WAR

Real design featured production award booklet of this Chicago plant, produced by Columbia Printing Company, Chicago. Cover is reproduced in original colors

Much thought and experiment on the part of Editor John Cobb have gone into the development of these covers for the bulletin of the Craftsmen association



How to reproduce scores of similar pictures of service men in your house magazine was solved by Public Service Company of Northern Illinois by a concentration of many of these pictures in its July issue

of tone, say a line of Goudy Text in connection with book faces, of which you have some of the best, one, it would seem, appropriate to every mood and purpose, Caslon, Bodoni Book, Bulmer, even Old-style Antique, and others. Use of color in printing, frequently done on characterful toned stocks, further brightens the work. Where a modern note in design is appropriate you have struck it—skillfully. All these things would not add up to the fine total you achieve without the impress of your great craftsmanship in spacing and the taste exercised in display.

AN APPEAL for Red Cross blood donations from their employees was made effectively by Edward Stern & Company, Philadelphia, Pennsylvania, in an "extra" 4-page edition of the company's magazine, *Have You Heard?* The impressive cover, with a bleed photograph, shows a wounded soldier receiving a blood plasma injection. Inside pages include a picture of a girl donor, explanation of the need for plasma, and reproduction of a letter which praises giving of blood. The back page carries a list of Stern employees in

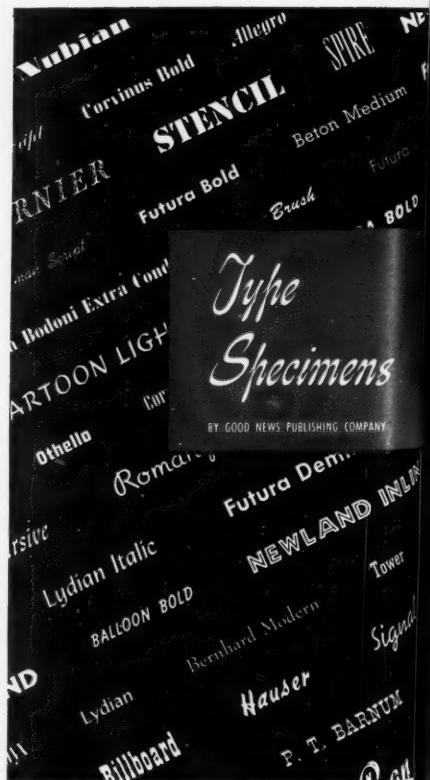
the services, with an official Red Cross description of the procedure involved in donation, and information about the Red Cross lapel emblems given blood donors. Enclosed with the "extra" was a blank with two statements, name and department, to be filled out and given to foremen. The statements, one of which was to be checked, say simply: "I am willing to give a pint of my blood to the Red Cross" and "I prefer not to give a pint of my blood to the Red Cross."

FRANK C. RAUCHENSTEIN COMPANY, of St. Louis, Missouri.—Your idea of sending Thanksgiving greetings brings your advertising to prospects and customers before they are snowed under with usual Christmas greetings and should therefore be most effective. This year you have used the falling autumn leaf to advantage, die-cutting an oak leaf from brown cover paper and tipping it on front cover of four-page folder which is printed on white antique stock with deckle at bottom. Illustration of Pilgrim man and wife printed black on page 2 is set off by gray outline (about four points thick) and by

the red-brown background which fills balance of page. More or less homespun copy, set in 12-point Nicholas Cochin with Park Avenue display, fits in with theme, and your use of 8-point Futura Medium caps for your signature shows proper restraint. A personal touch has been added by the imprinting of name of recipient—in this case: "Thank You Mr. Frazier"—with die-cut slot in front cover allowing name to show through.

DANDO-SCHAFF PRINTING AND PUBLISHING COMPANY, of Philadelphia.—Advantages of your combination offset-letterpress service are very apparent in the Bonwit Teller Christmas booklet which you designed and produced. Offset has been used to print the light green background which covers every bit of white cover stock except the "Bonwit Teller, Philadelphia" every other letter of the "Christmas, 1943," and various angels, reindeer, and snowflakes making up the modern design. The cover is given shape by the dark green charcoal background printed over the light green, with the above-mentioned lettering and figures showing through it. The sixteen pages (8½ by 5 inches) of the body are printed letterpress in light green and black ink. Alternating spreads show Bonwit Teller gift suggestions printed over solid green background. Other pages are black merchandise on white stock, with patches of green here and there to liven up the pages. Paper consumption was probably about half of that used on this job in normal times.

SERGEANT GEORGE MAGEE, Overseas.—Significant of the work former printers

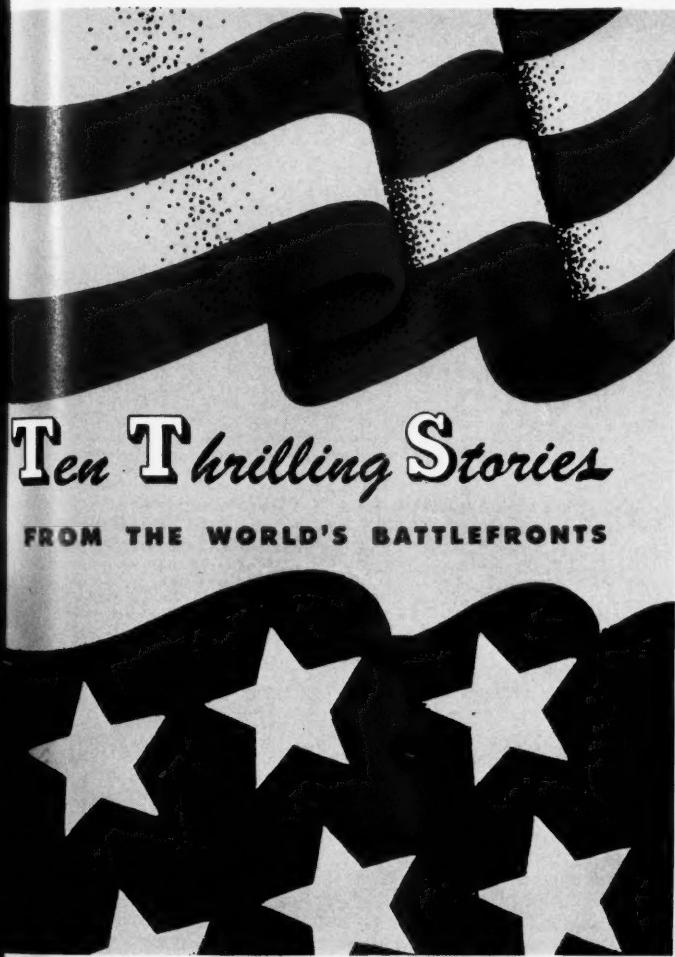


Very handy is the pocket-size type specimen booklet issued by Good News Publishing Company, of Chicago

in the Armed Forces are doing is the Christmas card which your company of engineers is producing this year. Advance proof you sent, offset in six colors under field conditions in the North African Theater of Operations, would do justice to any permanent plant, and is advance evidence of what changes may be made when all you fellows return to our industry after Victory. The cover design, by Master Sergeant Paul Sogorka, Warren Point, New Jersey, who was formerly

THE GOOD NEWS PUBLISHING COMPANY, of Chicago.—You are to be congratulated—especially on two points. You recognize that religious printing is entitled to impressive modern design, and you have the facilities in type and ability to turn it out that way. Covers of the three booklets submitted have real power in size of picture and lettering, and colors. Structurally they are extremely simple—the cardinal principle of power and one of the principles of genuine modern work.

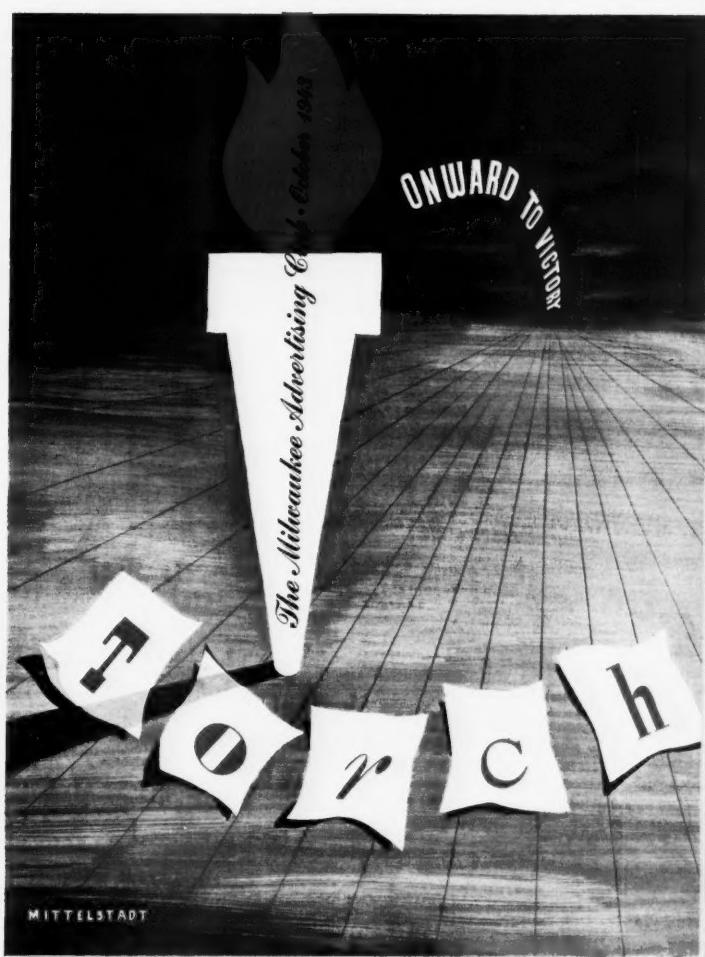
FEY PUBLISHING COMPANY, of Wisconsin Rapids, Wisconsin.—It is seldom that we see sales portfolios as dignified and at the same time as powerful as those you produced for the Hardware Mutual Casualty Company. The one that is designed to help the salesman of compensation insurance comes right to the point, telling entire story in terms of history of the company, its growth and financial stability, its safety engineering, its promptness of payment, its nation-wide cover-



That religious tracts need not have stuffy formats is proved by this cover of a booklet printed by Good News Publishing Company. Colors are red and blue

employed by the Sweeney Lithograph Company at Belleville, shows a doughboy painting a Christmas greeting on a large billboard, with bells, holly, a snow-covered cottage and all the incidentals. In the background are rows of tents with an American flag waving triumphantly in the breeze. Inside is the traditional "Best Wishes for the New Year" and a Christmas verse. Interesting sidelights on this piece are the facts that a shortage of envelopes forced you to make these yourselves by hand, and that your outfit is made up of printers, photoengravers, and lithographers who come from thirty-three different states. Sergeant Magee formerly owned the Magee Press, Philadelphia.

Covers of "Christmas Time" with the big halftones in deep green bleeding off at sides and name in characterful Brush script lettering in reverse on rough red panels, arranged at an angle, have everything. The one illustrating an expectant child holding a candle, certainly pulls the heart strings. We don't like the title page of this issue with reverse bands off center and other matter centered. Balance is disturbed too much. The heading on page 11 is crowded, but to point out such a minor matter really seems too much in view of the excellence of more important features. Commendable, too, is the smaller booklet in which single line specimens of the types you have available are shown.



Consistently modern and eye-catching are the covers of Milwaukee Advertising Club's Torch. The original of this was printed in red and blue

age, its savings to policyholders, and the names of policyholders. Throughout the thirty-six 8½- by 11-inch pages of the portfolio appear interesting charts which compare vital statistics of this company with other leading insurance companies. The portfolio is bound with blue plastic comb and heavy cover with an easel attached on the cardboard sheet inside the back cover so that the book can be stood up on prospect's desk and leaves turned down as prospect finishes their messages which are printed in large sizes Garamond Bold in lines reading from top to bottom of pages. Main sales points are indexed. Leaves are printed one side only, in two colors, about 95 per cent type, which is a good point in this day of scanty paper

quotas, helping to increase the billing on each ton of paper. "Inside Facts About Fire Insurance" does the same job for Hardware Mutual salesman for fire insurance and has much the same format.

MELTON PRINTING COMPANY, of Hollywood, California.—We greatly appreciate the several issues of "Cheer," novel poetical publication of Weller Rollin Crandall, craft helper "A" in the Utah Ordnance Plant of Remington Arms Company. But being a good metal and tool worker is just a part of Mr. Crandall, it seems, for he has carved a decided niche for himself in the writing and musical fields. Even men like King George VI and Prime Minister Winston Churchill, we learn, have expressed appreciation of a song he wrote for the British Army. The song, "Thumbs Up—We're Coming Thru," has had popular acceptance in England. Assuming no talent as a judge of poetry, we have enjoyed reading some of his poems. They are replete with homely philosophy, are based on daily experiences of the common man and, so, should be widely read. You have taken the copy and made up booklets which are not only striking and colorful but interesting as well, your flair for modern treatment standing you in good stead. Extension covers of heavy and rough antique stock of different colors, usually bright, are deckled along bottom. One standard design is consistently used, the colors of paper and inks being depended upon to give distinction. Fold in from front cover has die-cut "tongue" which folds over the booklet and goes through slit of back cover on which there are printed rules for addressing the copies. Inside, each poem is topped by suitable cartoon printed in violet (all issues) along with type on rough book stock, usually a tint. A rule in green appears at outside about one-half inch from the edge. Regardless of color of stock used the color effect—as on covers—is harmonious, selected plainly to be cheerful, thus in key with the title of the publication and character of contents, which inspires optimism. Presswork is good.

UNIVERSITY COLLEGE, Nottingham, England.—Well, well—welcome back. "The Point," specimen book of students' work in Typography, in Mechanical Composition, in Letterpress Machine Work and in Offset Lithography, dated 1940-41-42—three in one, as it were—is a mighty commendable book. Layout and typography are conventional, but, thanks to good sized type and colors, the effect not drab nor lacking in force. The work rates high in general and more important respects. Indeed, there is but one fault demanding mention here and attention there. It is evident in the two top lines on the cover, the more so when lines are widely spaced than when they are closely spaced. In any event, there should be noticeably more between lines than between words. Now consider the title line of large Old English letters in red. There is far and away too much space between the words here, at least double what there should be, even with the letters slightly letterspaced—and

Old English types should not be letter-spaced. They are at their best when without spacing so the effect of the word will be like that of the individual letters, compact and *black*. This one matter of improper spacing mars the appearance of an otherwise fine and characterful page, which, by the way, bears

very commendable. The center spread of the folder, "The Complete Service," presents too much copy set altogether in capitals. Appearance is adversely affected but, more important, reading is slowed down. With the dependence for ornaments placed in rules some very nice effects within simplicity have been

Things that may be well worth thinking about
for your postwar campaign... things that can be
well done by **Buehler**



Be the first in your field
with a postwar catalog

That "new-product" catalog cannot be produced in a day. Let Buehler help you now to lay plans for its production. Getting the preliminaries settled as soon as possible may permit getting the presses rolling it out soon after the peace is won.



Ever think of a broadside
to be mailed on V-Day?

Imagine the customers you've disappointed during wartime receiving a colorful mailing from you only a day or two after the war flags have been furled. "We're ready to serve you again," it would say. If you would like such a broadside, Buehler has some ideas.



There'll be a new job for
the handy package insert

Can't expect John Public to know how to use your product with all of its new postwar improvements and applications, can you? That's why you'll find a clever package insert, produced by Buehler, will help gain consumer respect and good will.



Can your wartime products
be changed for use in peace?

If it's equipment you've been selling, tell your customers how to shift it over from wartime to peacetime production. Buehler can help you prepare such booklets or folders that will be read and appreciated, literature that will help hold the favor you have won.



Will you get your share of
counter space in the stores?

Retailers will be swamped with store display materials once the war is over. Perhaps, by talking it over with Buehler now, you can beat your competition by offering attractive displays that will capture the dealer eye, and the spot of honor in his store.



Can you remember when you
last received an ad-blotter?

Some smart advertisers of these days are going to get extra value for little money by reviving the ad-blotter which recently has done a disappearing act. Why not let Buehler plan a set now on your postwar products, for immediate production when peace comes?



How about a war calendar
for the first year of peace?

Every month's sheet would illustrate the outstanding Allied success of the same month in the preceding year (July... the landing on Sicily). Just one of many calendar ideas suggested by Buehler. And calendars will be in big demand in early postwar days!



Are your old-time labels
in need of modernizing?

Putting antique labels on modern merchandise is putting your new product under a distinct handicap. Now is a good time to go over your postwar label requirements with Buehler, and be ready to have those new products step out to market in new clothes.

BUEHLER PRINTCRAFT CO. • 208 West St. Clair Avenue • CLEVELAND 13, OHIO

You may want to do something on the order of this post-war advertising piece which was produced by forward-looking Buehler Printcraft Company, Cleveland, to set its customers thinking about the advertising and other new printed matter they will need for post-war business. This is something concrete that the printer can do to lead the way in post-war planning for his local business men

a striking picture of most interesting technique suggesting a wood engraving. Examples of relief and offset presswork are very good, the latter being rather superior, relatively, although part of the difficulty in the case of the letterpress examples resulted from the unsuitable photographs—so, halftones—values not being nicely graded, middle tones weak. The examples of display typography are

achieved in some instances, notably the folder title, "Striking the Right Note," which emphasizes the value of limited copy, that in big type. Another nice and effective use of rules as ornament is indicated on the title of "The Complete Service," already mentioned. Summing up and taking everything into consideration, "The Point" is very commendable indeed, so much so we are a bit

envious. No similar institution in the United States even attempts anything like it, few turn out a brand of small work to compare with the numerous folders, *et cetera*, tipped onto the leaves of cover stock and bound in the latter pages of the volume, which is ordinarily issued every year.

THE ANTHRACITE PRESS, of Scranton, Pennsylvania.—Your blotter, "Quality Printing for 30 Years," will not be overlooked, thanks to colorful type and pink stock. The spacing, however, is bad, it would, we believe, have an effect to its disadvantage with those business men unschooled in refinements of typography. Lines across top are too tight as compared with open effect near center; furthermore, lines are not well grouped according to relationship as they should be. More space is required between the name line and the red band above, less between that line and the "Printers and Publishers," following a bit more above the bottom line. If you would respace as suggested you'd marvel how much more effective the reading would then be, what with related things being related by position. The address line brings up another point. With street number, city, and state flush left and 'phone number flush right, the wide gap between parts is unsightly, the more so because the part flush right is so much shorter than the part on left. The open space (and it is open despite ornaments in middle) is off center, tending to throw balance off. To have spelled out "Pennsylvania" instead of using abbreviation "Pa." would do the trick. Finally the union label is much too close to final line. The red ink weakens the line printed in it.

Fuel Economy Is British Necessity

Fuel watching for increased plant efficiency is now a full-time

job for twenty thousand British workers • By Ernest A. Dench

● APPOINTMENT OF A FUEL WATCHER in the printing plant will make it easier to attain that 10 per cent reduction in your coal consumption which the Government is advocating. It will also be preparedness for any further fuel cuts the Government may be forced to impose on short notice.

In Britain fuel watching has developed into a wartime profession. During 1942 the British Ministry of Fuel and Power started to sponsor its fuel efficiency courses by experts. This was done to encourage British industrial, commercial, and institutional establishments to hire trained full-time fuel watchers, who number over twenty thousand at this time. There are also thousands of men and women in smaller plants doing fuel watching on a part-time basis.

The British Ministry of Fuel and Power sets down the fuel watcher's duties in this way: "In making all

possible economy in the use of fuel, there is always the difficulty that what in theory is the business of everyone may become in practice the business of nobody. One or more staff members of each organization should be appointed to superintend the use of heat, power, and light.

"The authority of the fuel watcher should be clearly defined, and supported by, and subject only to management control. The fuel watcher should make unexpected visits day and night to insure that all fuel-using appliances are being operated efficiently, and that his instructions are being carried out. He should regularly and thoroughly measure the fuel and power consumption."

Some successful British methods of fuel watching with an American application are described below.

Heating Schedule Changes. Many fuel watchers report that fuel is saved by heating up the building later and stoking it earlier. In doing this the main thing is to adjust heating apparatus to opening and closing hours, with due regard to the workers' comfort.

Office Cleaning in Early Morning. Reports of the fuel watchers have revolutionized the pre-war custom of cleaning offices in late evening, which involved heating and lighting the offices for several extra hours daily. Now the work is completed in early morning hours while heat is being generated in readiness for the office staff.

Keeping Down Temperatures. One degree lower temperature means a 5 per cent fuel saving, say the Fuel Ministry's technical men. In actual practice, however, the fuel watcher has to contend with the human element. Some men and women like their working area good and hot; others find the atmosphere stifling, with the result they open windows, thus allowing heat to escape and wasting precious fuel.

A fuel watcher got his employer to sponsor an "Every Degree Over Sixty Means 5 Per Cent Increase in Fuel Consumption" educational

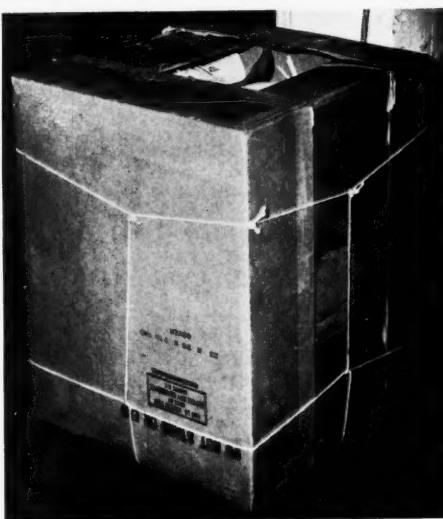
DISPOSABLE "BARRELS" SAVE LABOR OF BALING

● TIME is extremely valuable these days, and this method of operation will save many hours in disposing of the waste paper around your plant, eliminating the necessity for baling.

Take two corrugated cartons (two tops and two bottoms), tie them together as shown in the photograph, insert a flat cardboard in the opening at the bottom, and you have a very efficient paper "barrel."

When this "barrel" is full of waste paper the top opening can then be closed very handily by means of another piece of cardboard and the entire container may be sold, burned, or emptied and used again.

These barrels can be placed at strategic places throughout the plant to replace galvanized barrels which are no longer available because of war demands for the metal.



The illustration shows a "barrel" made from the ordinary cardboard cartons which collect in the corners or back rooms of every print shop, and which can be put to good use.

campaign. Room temperatures, particularly in the offices and the rest rooms, ranged between sixty-five and seventy degrees. The employees agreed to thrust aside their personal preferences for the duration by wearing warmer clothing. This reduced standard of heating comfort made a considerable saving in fuel consumption.

Temperatures Adjusted to Jobs. There are many cases where a uniform temperature is impracticable. A fuel watcher made an analytical study of the physical effort that the various jobs entailed. Workers on heavy jobs generated so much body heat that the normal temperature of sixty-eight degrees proved too high. After experiments in the two departments where arduous labor was performed, mutual satisfaction was obtained with temperatures of sixty-two and sixty-five degrees.

Making Regular Rounds. One fuel watcher devised a satisfactory routine of visiting every department at intervals of two hours during the working day. If the temperature was above the minimum for comfort in any department he turned off the radiators until his next visit.

Inside and Outside. Fuel watchers find that fuel consumption records are worthless without taking the

outside temperatures for the same periods as those for which the indoor temperatures are taken.

Linking Two Boilers. Another fuel watcher suggested that two heating boilers be linked together and operated as one at full pressure. Formerly each boiler carried a load of between 50 and 70 per cent. The change eventually reduced fuel consumption 58 per cent.

Coke Exposed to Rain. One rainy day a fuel watcher noticed the pile of coke in the yard had no protective covering. He telephoned the fuel supplier and learned that the furnace has to first evaporate this moisture and superheat the vapor, thus taking longer to attain its full heating force.

Painted Radiators. A paint salesman was waiting for his turn in the reception room when the fuel watcher entered and felt the radiators, which were coated with aluminum paint. This was the salesman's cue to tell the fuel watcher: "You could reduce the circulating water temperature by about thirty degrees by repainting the radiators with an ordinary paint. You will burn about 25 per cent less coal if you will make this change."

Sawdust and Coal. A fuel watcher spent his Sundays bicycling around

the nearby countryside and discovered a new lumbering operation, complete to sawmill. Contacting the operator, the fuel watcher obtained a price slightly above the haulage expense for the mountainous pile of damp sawdust. His employer approved the purchase and a satisfactory formula of coal mixed with damp sawdust was developed by the firm's engineer. Three months later, that plant was burning 47 per cent less coal.

The generation of heat does not necessarily imply economy or extravagance. What the fuel watcher is concerned with is when heat is needed, how much is needed at any given time, and where it is needed—in other words, his problem is the correct and economic utilization of heat after it is generated.

Fuel efficiency, from the utilization standpoint, if it is accomplished under wartime pressure with existing equipment crying out for repairs or replacement, will prove an invaluable experience in how to cut production and maintenance costs in the post-war years.

"Generally speaking," states the British Ministry of Fuel and Power, "fuel saving methods need not retard production; it may even be increased."

SIMPLE EXHIBIT PROVES THAT EXTREME LETTERSPACING SOMETIMES WEAKENS DESIGN

**JOSEPH JOHNS
PRESENTS**



MARCH 16, 1943
8:15 P.M.
**JOSEPH JOHNS
AUDITORIUM**

**JOSEPH JOHNS
PRESENTS**



MARCH 16, 1943
8:15 P.M.
JOSEPH JOHNS AUDITORIUM

• LETTERSPACING may often be carried to an extreme at expense of time and effect. The idea that squaring up of lines of display—the leading cause of much extreme letterspacing—adds to effectiveness is a complex without reason. Unless display copy naturally permits lines to be of equal length they should not be squared up. Indeed, there's much to be said for the effect of freedom of uneven lines; it may even be dramatic. Unequal lines also permit "breaking-by-sense," thereby make copy more impressive and interpretative, easier to read.

Wide letterspacing will weaken the force of type, often also breaks up tone without any compensating advantage whatever. The former effect is evident throughout the page on the left, the latter in the two lines at the top.

Who will arise to aver the resetting on the right is not superior?

The Proofroom

ARE SOLICITED AND WILL BE ANSWERED IN THIS DEPARTMENT. REPLIES BY MAIL CANNOT BE MADE



By Edward N. Teall

KEEP YOUR HEAD ON STRAIGHT!

What is the plural of "Little Italy"? They have Little Italies in many cities. But is that the right way to say it? I am really puzzled.—*Maryland*.

No, sir, it is not. The right way to write it is "Little Italys." That, of course, is (as they say) "only one man's opinion," and it is given only for what ENT's personal opinion may be worth to you. One little piggy and another little piggy would be two little piggies. That is just an ordinary plural. But it seems to me in proper names the situation is a bit different. I live in New Jersey. There used to be East Jersey and West Jersey—and they together were "the Jerseys." It would seem advisable to keep the proper name as it stands in the singular and simply add "s" to make the plural. I wonder what the *Proofroom* family thinks of this particular phase?

HEAVEN HELP US!

From *Time*: "All but one of the tables were removed." When did it get to be good English to say "One were removed"?—*Oregon*.

It never did—and it is not said in the sentence quoted. What is said is "All were removed but one." "All but one were removed" is correct. In full, "All the tables were removed, but one was not removed." Silly, when you push us into a hole like that; but it is a fact that the strength of our language is seen in just such situations as this.

READ IT TWICE!

This headline gave me a pain: "Nazi Deserter, Dane in Swim to Sweden." Did they run out of commas, or were they just too dumb to put one after "Dane"?—*Oklahoma*.

Sir, do you remember what the Irishman said when there was talk about pronouncing "either"? One fellow said "ee-ther," the other fellow stood for "eye-ther." The Irishman settled it. Says he, "It's nay-ther, it's ay-ther."

The point here is that the deserter was a Nazi or nasty Hitlerite,

and his companion was a Dane. But space prevented the headwriter from saying "Nazi Deserter and Dane." He just had to leave the whole matter to the intelligence of his readers—and at least one of them seems to have failed to toe the mark. Sorry if I seem tough, but that's the way it is.

A FUNNY-LOOKING WORD

To me, *calflike* looks funny.—*Maine*. It looks like *cal-flike*, and I don't know what *cal* or *flike* is. I don't care for *calf-like*, either, because I like my *like* run in, solid. It would be a bother, but I think *calflike* ("f" and "l" separated) would be the best way to set it.

**THE RIGHT ATTITUDE**

• A certain newspaper editor had cause to admonish his son on account of his reluctance to attend school.

"You must go regularly and learn to be a great scholar," said the fond father encouragingly, "otherwise you can never be an editor, you know. What would you do, for instance, if your paper came out full of mistakes?"

"Father," was the reply, "I'd blame 'em on the printer."

And then the father fell on his son's neck and wept for joy. He knew he had a worthy successor for the editorial chair.

The Pepper and Salt column of Wall Street Journal pokes a little fun at the poor typesetter

GOOD OLD FRANK CRUMIT!

In a death notice of Frank Crumit, who died in September, I found this: "... the songs that made him famous —'The Gay Caballero,' 'Abdul Bulbul Ameer' . . ." Something's wrong here, but I don't know just what.—*Louisiana*.

It should have been written and set "Abdulla Bulbul Ameer." (Perhaps it should be "Abdullah," but we won't linger over that.) What happened, I think, must have been something like this: The reporter was working phonetically, and he grouped the sounds wrongly. He thought "Abdullabulbulameer," and split it up incorrectly. Now, to over-elaborate here would be like spending God's sunny hours in calculating how many angels could stand on the point of a needle, instead of using them for the edification of suffering man in this messed-up world of the moment. The question is: Just how important are such matters? Frankly, I believe they do have real value and importance, far beyond that of fussy, meticulous accuracy of the types and the pride of the proofroom. It is the proofreader's function to do the fussing, so that a clean product shall be presented to the public. Even if this was copy, the proofreader should have had the knowledge, the courage, AND THE OPPORTUNITY to correct it, without having to fight in defense of his job. To splice the argument, let's end with this observation: *Such trust in the proofreader's contribution to mechanical and editorial cleanliness will come only when, and in such degree, as may be justified by his demonstration of worthiness for that trust.*

FROM . . . TO

In setting text for a seed packet, I frequently get something like this: "Plant from May 1 to 15." Is that good English?—*New York*.

"From May 1 to May 15" would be better; but you simply can't be as fussy about seed-packet copy as you would be about a college text. The meaning is perfectly clear.

EYMOLOGY

My kid in high school talks about etymology. I don't even know what it means. Is it worth while for our boys and girls to be studying such stuff these days?—Ohio.

Sir, I sure am glad to hear that such studies are still being carried on. Mr. Hitler would like to wipe them out, but when he is put where he belongs, we will still be glad to have our boys and girls getting true education; it's one of civilization's strongest supports. I happen just to have seen the word "rostrum." Don't you think that it's interesting to know that "rostrum" means a bird's beak, as well as a platform for speakers—and why? In ancient Rome orators addressed the people from a stand adorned with the beaks or prows of ships that had been captured from the enemies of Rome. The ship's beak too was called a rostrum. From this came our word "rostrum," meaning a pulpit or platform. Certainly this knowledge can't be turned into coupons for gas or meat, but it does help us to know our own language.

A COMPLETE JOB

The reporter for a daily newspaper stated very positively, "The man was fatally killed."—Arkansas.

At first glance, the reaction is one of amusement, but there's more to it than that. I imagine the writer first said "was fatally injured," and then, on learning the man had actually died, changed it—or meant to change it—to "was killed," and neglected to cross out "fatally." It seems to have been the proofreader who was at fault. Only a mighty poor proofreader, or one nailed to the "Follow copy" cross could pass such an obvious error.

PUNS AND DEFINITIONS

I have seen "sprain" defined as "to strain ligament at a joint," and "soubrette" as "part of pert young woman in play." Now, I have had sprains that had nothing to do with frequentation of a joint, and I have seen many plays, but never one with "part of a pert young woman" in its cast—though indeed many parts of the young women of today are exposed to the public gaze. Should these things be?—Vermont.

No—except in the mind of an utterly incorrigible punster. If you will stop for a moment and really study these matters, you will see that where you are quibbling on a pun basis, the real difficulty is in the richness of the English lan-

guage. Our words can have so many meanings, the writer really "has a right" to expect his readers to work with him as honestly as he works for them. To be sure, many of these situations can be avoided by choosing words without double meaning; it would have been better to have said "role" instead of part. The proofreader can only grin and bear it. Even the sober-minded lexicographer can yield a little on such matters, but the fact remains: such criticism is actually cheap and is rarely either justified or helpful.



From The Kablegram, sprightly little magazine of Kable Brothers Company, Mount Morris, Illinois, comes this reassurance to despairing customers.

TAKE IT—IT'S ALL YOURS!

What is a metamorphic word?—California.

Ever delightful, unceasingly pestiferous California: to you, *Proofroom's* most heartfelt greetings! You had me clean stopped, as far as my own mental resources are concerned. But I suppose it must have something (whether legitimate or not, who am I to say?) to do with metamorphosis, a change of form. Perhaps the querist meant metaphoristic? But I don't know what that is, either. Would "contact" as a verb be a metamorphic word? Referred for an answer to the folks who read and blessedly do not have to edit *Proofroom*.

PAST TENSE OF "DIVE"

They taught me in school to say "dived," but I saw this in a magazine, "The plane dove swiftly," and did I get a kick out of it!—New York.

Me too!

A "LOVELY" LETTER

Under "Is or Are a Class" you answer my query concerning "class" as a singular noun, and "request" as the predicate verb; but you weakened in your further remarks. You refer then to "that collective explanation," and assert it does not always hold. Since when has "class" been anything but a singular noun? I have been reading your department for twenty years, and this is the only time you failed to give a positive ruling for the verb to agree with the subject in number. You go further, and say: "Sharp ruling is blocked by the workings of the mind, and the 'feel' outweighs the logic." I suspect if you were writing an advertisement you would say "The Quinxunx Store INVITE you to THEIR sale," or "The Nopinch Shoe Shop REQUEST your attention to some bargains," or "The Everywoman filling station now ARE dispensing tires and gas."

Stick to the good old rules of grammar, my dear fellow. Do not allow yourself to break away from your former severity of judgment. "If the trumpet give an uncertain sound, who shall prepare himself for battle?" See the Holy Scripture. You have had your "fling" at the question. Let it go at that.—Arkansas.

Sir, you ask for it—and here it is. I do NOT like this letter. That it is well meant, and written in friendly spirit (but superficially) I have no doubt. I could say a lot of things that I won't say, such as that it reflects the dictatorial, tyrannical, holier-than-thou spirit of the Prohibitionist. I can't carry my liquor; therefore, you shan't have the opportunity. You know? Well, this department is not run in that spirit!

It's FREE FOR ALL. There is no arteriosclerosis in it—and that's the immediate point.

How I personally make out does not matter one little damn. Whether the department gives helpful service is all that counts—and that it does, that it does; no false modesty shall prevent me from saying so. (Yes, there's a chip on my shoulder!) I distinctly do NOT claim to be always right—but I DO claim to be ALWAYS R-E-A-S-O-N-A-B-L-E.

This collective singular is getting to be quite a problem. People nowadays are lazy. In matters of speech, they want the easy way out. They shrink from discipline. And, right or wrong, they MAKE the language. My own ideas, my own usage, are precisely what they always were. But Heaven save me from hardening of the arteries! I say a class IS. But readers of *Proofroom* have a right to know what is going on—and I shall, to the end, tell them about it HONESTLY.

P. S.—I don't even mind being addressed as "Dear Old Duckling"; but: IS that form of address in good taste? The family coat of arms does have a silly string of foolish-looking ducks parading across it. In fact, it's so darned silly, I am sure it must be genuine in its honoring, with a caduceus, of the Teal, Teale, or Teall who served as Surgeon-General in the Duke of Marlborough's army, long ago.

PROMOTION MEN KNOW THE POWER OF WHITE SPACE

• WHEN A NEWSPAPER promotion man sits down to write an advertisement for his own newspaper, he gives plenty of consideration to the value of white space.

This advertisement for the New York Sun is a good example of the wise use of white space. Printed in the *Editor and Publisher*, the advertisement is made up of about three-quarters white space, with the illustration, copy block, and signature placed down in an outside corner, as far away from any ads on the facing page as possible.

A more restrained advocate of white space might have blown the illustration up to fill most of the page, or set the block of type as large as possible. But the man who laid out this ad kept all of the elements in proportion.

One more advantage he gained—in case he wants to use the same ad in a magazine with a smaller page, he can do so with no changes.

Phonetic Spelling Can Be Helpful

The built-in paradox in the dictionary: If you don't know how

to spell the word, how can you find it? • By Edward N. Teall

• WITHOUT ANY APOLOGIES, I quote myself. In my book, "Putting Words to Work" (Appleton-Century, 1940), you will find, if you care to go to the library and look, a chapter entitled "Finding Words." It begins at page 112. It says: "Every dictionary carries a built-in paradox: You look in the book to find how to spell a word, but if you don't know how to spell it, how can you find it?"

This life of ours is full of such paradoxes. The preacher who is boiling over with evangelistic ideas of the evil of non-attendance at church must pour forth his feelings to an audience of the faithful, who go to the House of God every Sunday. The delinquents, his fair mark, are at the moment elsewhere—fishing down by the creek; pitching horseshoes back of the barn; pursuing the elusive straight or full house in some cozy, truly "shady" nook, or possibly following still more evil ways in some darker spot. So it is with the lexicographer's labors; those whom he seeks to enlighten must be sufficiently enlightened in advance to know how to gain access to his treasure house.

As noted in the chapter to which I have referred, the words *physics* and *phonetics* both begin with the SOUND of *f*. In any language built up on principles of simple honesty, they would be *fonetiks*, *fizziks*. This is where simplified spelling movements start. These proposed systems always go too far. They are impracticable. They can be made effective, if at all, only by a slow approximation toward the ultimate goal. They impinge upon public consciousness with too sharp a blow. They would toss aside the teachings of our youth, and plunge us into the depths of something obviously invented, not a product of natural evolution. The "average" person would rather struggle with the mysteries of conventional spelling than dive into the deep waters of manufactured spelling. The smoke of debate cannot obscure that elementary fact. I am sure the most determined opponents of the artificial reforms are precisely those who experience the greatest difficulty in mastering conventional, established forms.

But see what they are up against: "quire" and "choir" have the same pronunciation, but what worlds apart they are in spelling! And here come "gnaw," "knit," "mnemonics," "pneumonia"—every one of them pronounced with the same sound, that of simple "n"—*naw*, *nit*, *mnemonics*, *pneumonia* (or *noomonia*). John Jones, the blacksmith, may never wonder what *mnemonics* is, but he might have in his heart the fear of *pneumonia*, and in his head the need of knowledge as to just what the dread disease is and how its incipient stages are to be recognized. In a word, he wants to "look up" *pneumonia*—and if he looks in the *ns* instead of the *ps*, who can call him a phool? And if he looks under "new," as a starter, who shall say he is an incompetent psearcher of the pscriptures? Yes—if *psychology*, why not *psearch*? If *cigar*, why not *cearch*? If *science*, why not *seearch*? But that is logic; and logic has no foothold in English spelling.



One pronunciation fits both "reek" and "wreak." If we go to the graveyard, we may see not a ghost but a ghost. Jenny Jones might well look for "genesis" among the *j* words. When we finish reading a book, we have read it. We lead a horse to water, but we don't give him melted lead to drink. We say *sizzers*, but write *scissors*—if we are educated to that extent.

There are internal as well as initial difficulties. When Robert Roberts hears an honored speaker say "masserate," how is he to know that the dictionary makes it "macerate"? What is to suggest to him, when he hears "thi'sis," that he must look for "phthisis"? And, as the next step, that "phthisic" is pronounced "tizzik"?

Two matters of deep importance to the printer are involved in this discussion: the difficulties of English spelling, and the use of the dictionary. The printer's concern is not that of refined scholarship; it is practical. He is looked to for much more than blind reproduction of copy. Few producers of copy would be satisfied with that kind of service. Even those who think their copy sacred will be weak enough to blame the printer for errors reproduced from the copy; they start with a refusal to give him editorial opportunity, but in a squeeze they are frequently too deficient in sportsmanship to absolve him from responsibility. (The printer knows human nature almost as intimately as do the doctors and lawyers.)

We have commented more than once upon the difficulties of spelling, division, and compounding, from the printer's point of view. We still believe as firmly as ever that the problems of spelling are best to be met and solved, not by artificial devices, reform movements (which invariably overshoot their mark and produce an even worse confounded confusion), but by the natural processes of change that take time but do ultimately cross the goal line. Like the bug in the old song, they have no wings at all, but they get there just the same. With these problems we are not at this moment dealing; they are only incidental to the main discussion, which is presented as a serious consideration of what the dictionary makers might do for the writer and the printer.

Yes, most proofreaders know how to spell. They are "smart" in finding the words they do not know. They have, as fruit of long experience, ability to analyze strange words, and a keen perception of the various possibilities, enabling them, when one lead fails, to supply an alternative spelling, and test it. A simple illustration is available in *cent* and *scent*, *nob* and *knob*, *cell* and *sell*. From "Putting Words to Work" I list a few examples of the difference between alphabetic and phonetic entry:

falanx	phalanx	jem	gem
fantom	phantom	jinjer	ginger
filosofy	philosophy	kloral	chloral
flem	phlegm	kwire	choir
fosforus	phosphorus	rye	wry
gastly	ghastly	sion	scion

And now I seem to hear the (more or less) patient reader saying: Well, what's all the shootin' for? Where are we heading, and when do we get there? And the answer is: As so often in these pages, I am starting something I may or may not be able to finish, and it's a worthwhile experiment. Even if the next crop of dictionaries does not include a few score phonetic entries, as a test flight, *I feel sure that the day is coming when someone will try it out*. Furthermore (isn't that a barbarous word!) I have full and complete confidence that there'll come a day when we shall have (1) a dictionary with occasional phonetic entries along with the conventional alphabetization, (2) a supplementary section timidly presented for use by the unskilled speller, or (3)

a completely phoneticized book, one that will guide the seeker by sound.

Yes, I know this talk will shock some of *Proofroom's* faithful followers. But, in all seriousness, this discourse is distinctly NOT to be taken as a reversal of former stands, a surrender of old convictions. Let it be understood (if indeed it makes a difference to some of our loyal friends) that this is no plea for a new spasm of spelling reform on the part of those who love change for its own sake and regard all change as progress. It is a serious endeavor to plant the idea of bringing the dictionary closer to the people—bringing more people to the dictionary, and sending a higher percentage of them away with the feeling that they have been well served, and have got what they paid for.

Any dictionary maker will tell you the first thing the "average" person looks for in the dictionary is spelling—but you can't find your word if you don't know how to spell it! The horse can pull a cart up hill, but the cart can push the horse only on a down grade. I think there are a few million Americans who don't buy dictionaries but would joyously do so if they knew the investment would pay dividends in new words.

These entries would not require definitions; just *sikolojy* see *psychology*. Simple, isn't it? But nobody is more ridden by convention and tradition than the publishers of dictionaries. They tell us if we don't get what we like, there's nothing to do but learn to like what we get. I, for one, can't march to *that music!*

PEOPLE KEEP THE NICEST PETS IN SOUTH AFRICA!



This interesting photograph was sent in by O. H. Frewin, proprietor of the Middelburg Observer, Transvaal, Union of South Africa. The lions are pets, caged in the back yard of the home of a friend of Mr. Frewin, who stepped inside the cage to snap the picture

YOUR PRESSROOM QUESTIONS WILL BE ANSWERED BY MAIL

The Pressroom

IF YOU SEND A STAMPED ENVELOPE. THESE QUERIES WILL BE KEPT CONFIDENTIAL IF YOU SO DESIRE



By Eugene St. John

CHOICE OF ROLLERS

I do a lot of post card printing like the enclosed samples, printing the full sheet 22½ by 28½ on a pony with two form rollers, and a quarter sheet on a job cylinder press. We are bothered with excess humidity in the summer and I would like to change over to synthetic rollers, especially for form rollers, if I could be assured that they will keep their tack and do as good work spreading the ink as a first-class composition roller. I am doubtful about this.

I wrote to two synthetic roller makers and they assure me that my troubles are over when I get their rollers, which will spread the ink well and maintain tack over a long period. Another house that manufactures both synthetic and composition rollers, told me to use synthetic distribution rollers and composition form rollers. I also got this advice from a house which makes composition rollers and handles the synthetic rollers made by another manufacturer. A nearby printer who has synthetic rollers assures me that they are fine but I happen to know that he never has had a form as heavy with halftones as mine.

I would like to get to the bottom of this and ask you to inform me what experience has shown you in this matter and even advise me which company to deal with, if this is permitted, in order to get the best roller for my purpose or in the event that you do not think synthetic rollers will do the business, let me know.

Evidently you want to try synthetic rollers, and there is no reason why you should not do so, especially if your work is principally halftone work with forms favorable to synthetic roller use. At any rate you might change over gradually, starting first with synthetic distributors if you have many forms that are made up of sharp rules. Or if you can confine your rule forms to one press, you could equip the others throughout with synthetic rollers.

At the same time it must be taken into consideration that swollen composition rollers leave much to be desired when running on rule forms in the presence of continuous high relative humidity. So, with all things considered, you might change over entirely to synthetic rollers. There is no question about the performance of the synthetic rollers. How-

ever, their first cost is higher than that of the composition roller and for this reason some printers hesitate to use the synthetic on sharp rule forms.

We have observed roller trouble in locations where every brand of composition roller tried would swell and become waterlogged. If your trouble is as bad, you may well change over entirely to synthetic rollers for your case in reality is analogous to that of the printer running always on anilin ink work who has to choose between composition rollers which will not stand up under the coal tar dyes of the anilin inks or synthetic rollers, which will.

PRINTER PERSONALIZES ABSENTEEISM POSTERS

• Leonard Sichel, New York representative of Edward Stern & Company, printer, of Philadelphia, has developed a sales idea that fits into the promotion of the war effort of local manufacturing and mercantile establishments. His plan has worked so successfully that he manifests his patriotism by wanting to share it with printers generally, with the suggestion that what has worked in his territory can be done in other places successfully.

"The American worker must be encouraged to out-produce all Axis nations, and a dramatic poster will often furnish the necessary appeal for greater volume production and less absenteeism," said Mr. Sichel. "While posters are furnished by various Governmental agencies and are displayed in most shops and offices, the inspirational posters produced from personal letters and photographs of former employees now in the armed services show what former co-workers are doing on the fighting front. They are more effective in their appeal for more work on the production front because of the personal touch furnished by the pictures of the former employees in uniform."

OFFSET PRINTING ON DIALS

We would appreciate information on the printing (offset) of dials and scales for recording and indicating instruments, on metal and plastic blanks up to .050 in thickness. There would be a considerable variety of shapes and sizes of pieces up to 12 inches in diameter. Quantities would be small. A large percentage would be printed in black on white lacquered metal blanks or white plastic. The remainder in white ink on black lacquered blanks.

We are considering offset. Are we on the right track? What type press would you recommend? Where could we obtain the printing plates? Could we use our existing originals from which rubber plates were made? Do you know of a producer of this class of printing in our vicinity whom I might visit?

Besides the method you outline, you may offset print a black image on transparent plastic or celluloid afterward spraying printing with a white cellulose lacquer, producing a black image on a white ground or vice versa if white is required on black, protected by the thickness of the sheet.

Much of this work is produced on offset printing and proof presses.

You may photograph the original drawings or work from a good print of the original plate from which the rubber plate was made.

We are sending you the names of concerns supplying workers in this specialty who will be pleased to supply full information in detail and the name of a platemaker.

PROVING COLOR PLATES

The ideal always has been to have the photoengraver prove his plates in exactly the same manner that the pressman will print them. This means the engraver would have to prove these plates on a production printing press, curve his plates before proving in this way on a rotary press and in addition he would also have to combine in the form to be proved all the units that the pressman encounters in the form on the production press and in the same locations. This is the only way to proof properly. While still quite a

distance away we are getting closer and closer to it as the years pass.

Probably the best method now in vogue for proofing plates for magazine printing with all wet inks is: 1. Furnish the photoengraver with paper to be used on the run and ink of same kind and color but with a body suited to the engraver's proof press; 2. Have the engraver lock a color gradation strip on the press when proving, this strip containing an area of 90 per cent tone value and run as much ink as is possible without filling. Solids should overlap to test the trapping; 3. Since the pressman can not duplicate on the press the makeready of the engraver on the proof press, the engraver should proof without either underlay or overlay.

The prime difference between wet and dry printing is in the body and viscosity of the inks. Unless these are graded so that each successive color is slightly softer than the one next preceding it, trapping will not be satisfactory. Still the difference can not be too great else the last color will be too soft and spread.

The first down color should be as stiff (heavy) as possible consistent with good working qualities and each succeeding color in turn as stiff as is possible consistent with good trapping. If this gradation of body and viscosity is not maintained, ink of the first down color will leave the paper for the ink on the second color plate (pick off) instead of the ink on the second color plate leaving it for the paper.

Even with the properly graded inks there is a tendency, most pronounced in the solids, for the second color to pick off the first, the third to pick off the second, and so on.

HAND PRESSES

I am interested in a bench-type hand press, about 6 by 9 inches, without motor, capable of doing very fine printing and perfect register work. It must be very well constructed. I've no objection to paying more than the cost of the common type of lever press. No doubt you've seen or heard of the type of press(es) that will suit my purpose, or can give me the names of persons or concerns not well known to the trade that can supply the information I desire.

We are sending you the names of manufacturers of hand presses and of dealers in reconditioned presses who can assist you. If nothing that suits you turns up possibly a pedal-operated platen or even a good proof press would answer.

PREPARATION FOR HALFTONE JOB

This shop has an order coming up for production just after Christmas that will call for better presswork than this shop has been called upon to do before, better than anything done in this section previously. A near by institution is having us print a booklet of thirty-two or more pages to be sold to the personnel as a souvenir. The contract calls for 90 per cent or more of the forms to be halftones. My problem: to get as much of the presswork done at the time the cuts are ordered as possible.

What I need to know is what instructions should be given to the photoengravers. In a general shop like this, in this rather rural community, a printer's acquaintance with cuts is casual, infrequent, and on the whole is rather sour. My experience has been no exception.

Other pertinent factors in this job are that a 70-pound machine-coated is the paper specified, the run being five thousand. I am told that if the work is okay I may expect a second edition of ten thousand within six weeks and further reprints during the year, and that the

color of ink (still open) will be a brown approximately like a photo brown or a green having the same effect. I have already submitted the ink question to a leading ink maker and that problem should be off my mind.

The contract with the customer calls for us to have the right to inspect all the orders for engravings and modify or add to those instructions and to be furnished the original photographs with the cuts as a guide to makeready. Any and all suggestions you can make will not only be appreciated but carried out. I might add that we are not pinched either on the cost of cuts or printing.

A few particulars I would like to have covered follow: What is a deep cut and how are they ordered? A friend of mine has been getting cuts (furnished by an out-of-state customer) of an unusually hard metal and they print unusually well and easily both the first time and after many reruns.

Would you think it would pay me to lay in a metal base system and then have these cuts come unmounted? I have long been pulling cuts off wood



"In the Days That Wuz"—Wild Bill Died a Hero

Cartoon by John T. Nolf, Printer-Artist

and putting them on a base I cast. How do I specify cuts to be mounted on one of the patented metal bases and will such a cut go on any one of the kinds of bases (I have no idea yet which type of patent base I should buy)?

Would you think I would be justified in ordering a fresh set of rollers and would it get me any better results by explaining what I want them for? Unfortunately a spray gun is one thing I lack in an otherwise bang-up shop. I wonder now why I didn't get one when I was buying other equipment. A supplier is trying now to get one for me but I have little hope.

Starting at the base of the job, it is very important that "you get it in the negative"—that the photographs be of high quality and all strong in contrast. If some are contrasty and others flat, discard the flat ones and have new ones with contrast made so that all the cuts will be snappy and about even in tone. It is not possible to do justice to a mixed form of contrasty and flat halftones and the low grade ones would still be unsatisfactory even if you could.

You will get best results with patent base. Either the halftones are ordered deeply etched and for patent base or precision nickelated electro-types (which your friend referred to), made from such halftones for patent base. Whether you need the electros depends on the total number of impressions to be made now and later.

Very helpful in the makeready of the halftones would be a mechanical overlay.

Perhaps you may borrow a pressman from your friend or elsewhere to break your inexperienced pressman in on halftone work, which is no more difficult than other press-work when you know "what it is all about" but very full of pitfalls for the beginner.

If your supplier cannot get you the very desirable non-offset spray outfit the next best substitute to avoid offset without interleaving is a gas or electric sheet heater.

Be sure to submit sample of paper to both the engraver and the ink maker and to name the press to be used in printing the job.

The set of new winter rollers will certainly help since rollers are half the battle. Get rollers from a leading maker who has a reputation for service and quality to be maintained and order them in time for seasoning either in the roller factory or in the pressroom.

Proper Care Saves Plate Repairs

Inspection of plates upon receipt, and attention to minor repairs at once, will save grief when job goes to press • By John T. Wrigley

EDITOR'S NOTE—This article, by a Houston printer who really knows his business, won second prize of a \$50 War Bond in THE INLAND PRINTER'S recent "Hints and Helps" contest. This contest brought to light several money- and labor-saving methods which will appear in our columns from month to month.

• THOUSANDS OF DOLLARS are spent by printers each year in plate repairs, replacement of worn plates, and loss in production time. A large part of this expenditure is needless. If this loss could be eliminated, both employer and employee would benefit from the increase in volume of printing that would ultimately result from less wasteful methods.

The cause of this loss, in almost every case, is carelessness, and the answer to the problem is ordinary care in handling plates.

This care should begin when the plates are received from your engraver or electrotyper. They should be unwrapped on a clean table—free from metal chips and grit. Do not pile the plates on top of one another without first cleaning back of block and face of plate. Place a clean card or heavy paper between each plate.

An experienced man should check in all plates, watching the following points: Inspect for scratches and other damage to the face of plates. Examine the backs of all the plates for chips of metal imbedded in the blocks. Check the blocks for warpage with a steel straight edge. Note whether plates are securely nailed, mortises properly made, and that the sides have been trimmed flush where necessary.

If any of these things have been carelessly done or forgotten, return the plates to the engraver or electrotyper at once for correction. The printer who waits until plates have laid around in his plant for several days and then returns them to the plate-maker for repair has no one but himself to blame if he is forced to foot the bill for having these corrections made.

After the new plates have been checked in, inspected, and proofs pulled for necessary recording, they should be individually wrapped in clean, soft paper and stored in a safe place, away from moisture and excessive heat—unless they are to be used at once.

When the time comes to take the plates from storage and get them ready for makeup they should be unwrapped on a clean composing stone or table. Again do not pile plates on top of one another unless you place sheets of clean protective paper between them.

When pages have been made up store them in a safe place. If they are left spread out on the frames or stones anyone may accidentally damage the plates or type by laying heavy objects on top of them.

When proofs for checking are run always use a good grade of slow-drying proofing ink. Immediately after proofing thoroughly wash out the ink from plates with a stiff-bristle hand- or nail-brush. Wipe all plates with clean wiping rags—ink-soaked rags wipe ink back into the plates.

If proofing ink is not thoroughly cleaned out it will dry in the thousands of tiny wells between the dots of a halftone and in line and benday plates and type. From 25 to 50 per cent of the original depth of plates may be lost in this way.

The careless cleaning of printing plates costs our employing printers thousands of dollars annually in loss of production time, type- and plate-cleaning fluids, and is a contributing factor in the lowering of quality of the printed sheet.

In the pressroom, if all printing plates are thoroughly cleaned as is suggested above, at lunch time, at the end of the shift, and at the end of the run they will print cleaner and last longer. Many pressmen use wire brushes for cleaning halftone engravings. A wire brush may easily damage the delicate dot structure of the halftone—select a good ink solvent and depend upon it a little more than you depend upon the brush and your elbow grease.

Order all plates mounted to your pressroom standard for type high. Specify .918 or in thousandths of an inch under that height. If old plates are over type high the blocks may be dressed down with a coarse wood rasp.

A better method is to use a sandpaper block made especially for this

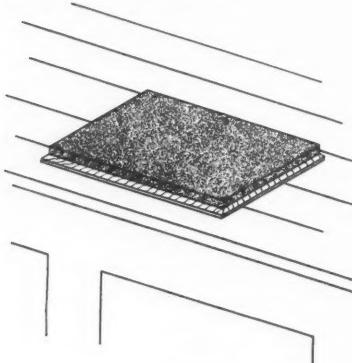


Figure 1—Have platemaker cut a block to 8 by 10 inches. Bend a few sheets of coarse 9- by 12-inch sandpaper over the edges of block and fasten with carpet tacks. Fasten block to work table by nailing strips of moulding against it

purpose. Figure 1 shows method of fastening the block to a table. With type high gage handy, dress down the block by rubbing with smooth strokes flat against the sandpaper. The delicate highlight edges of halftones and vignettes print better if slightly under type high.

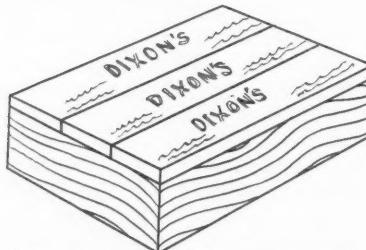


Figure 2—Two or preferably three red office erasers glued under pressure to a block cut to the size of the erasers when laid side by side make an excellent plate polisher. Cut off the beveled ends of the erasers with a razor blade

Do not overpack the cylinder. Balanced impression is essential or excessive plate wear will set in. Forget the idea that there is such a thing as soft copper or zinc—*there is not!* Unbalanced makeready will cause plates to "walk off" the blocks, metal to crack and break, and ink to fill and cake up in etched areas of engravings. This is also true of electrotypers and stereotypes.

If rollers are set too deep they ink the sides of the plates and type in-

stead of only the printing surface of the form. This will cause the ink to gradually dry in the bottoms of plates and type. Remember plates and type have also volunteered in this war to help the printing industry survive!

Scratches and dents in halftones mash and drag the dots below the printing line. Repairing scratched plates requires a special technique and years of experience. In a 133 screen halftone there are 133 dots to a linear inch—17,689 dots to the square inch.

To repair the scratched halftone each dot must be raised separately, smoothed down to the printing line, and then tooled to the correct tonal size. The repairing of such damaged plates is a service but there is no profit in it for printer or engraver.

Moisture standing on plates will cause corrosion. Rodents and moisture cause plate surfaces to become etched—often so deep the damage cannot be repaired.

Tint plates and any large areas of lines and lettering may be cleaned and polished with fine scotch stone, willow charcoal, or rubber eraser. A handy polishing tool may be made by gluing two or three flat, very fine office erasers to a block no larger than the erasers. (See Figure 2.)

Use any of the above suggested polishers with care—never on halftones unless you are experienced in platemaking. Do not polish more than necessary—the edges of the plate may be lowered below printing surface and permanently ruined if care is not used when polishing plates to remove corrosion.

These are only a few of the points which must be given attention if you would cut the plate repairs in your plant to a minimum. With the critical shortages of copper and zinc still with us, the printing industry *must* eliminate all needless waste of these metals.



Paper from Milkweed Stalks

Certain paper manufacturers are experimenting with making of paper from the woody stalks of the common milkweed. The leaves also contain a fiber which could be used in the manufacture of paper. Milkweed floss is now used in life-saving equipment to replace kapok, which was imported from the Far East until the attack on Pearl Harbor.

It's a Quiz

Answers to the following list of questions have appeared in the pages of THE INLAND PRINTER and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 58 of this issue?

By R. Randolph Karch

1. Name the page numbers in each corner of an imposition layout for a sixteen-page work and turn form.

2. Of twenty-one graphic arts industries, only three have been declared "essential" to the war effort. What are they?

3. Censorship rules may gum up your printing order for a war plant, unless you check with what Governmental agency?

4. Match the equipment and supplies below to the processes of (1) electrotyping, (2) photoengraving, and (3) lithography by placing the correct figure before each.

a....wax	g....dot etching
b....glass	h....graining
c....steel balls	i....case
d....topping	j....graphite
powder	k....silver
e....cathode	nitrile
f....collodion	

5. List the four major advantages of plastic plates, a substitute or alternate for electros.

6. What desk job does the slot man hold on a newspaper, and for whom is he responsible?

7. In the book publishing area of New York City and Boston, there are approximately how many individual publishers?

8. How would you order bond stock the most economically for bleed letterheads?

9. What are the four photoengraving processes?

10. The wet stereotype matrix is best adapted to the higher pressure molding processes. True or false?

11. What difficulty is encountered when etching thin steel plates which is not a hazard when they are engraved?



New sales manager of the Chemical Division of the Harris-Seybold-Potter Company, A. S. Holford will serve under Harry Porter, vice-president and general sales manager of the company, with headquarters in Cleveland. Holford has worked with the chemical division since it began



Active in the organization of various employing printers' associations in the Southwest for many years, James L. Cockrell, president of the Mid-West Printing Company, Tulsa, Oklahoma, was elected president of the United Typothetae of America at its recent meeting in Indianapolis



International Printing Ink Company has appointed R. W. Sulzer manager of its Baltimore branch to replace M. A. Flynn, who died recently. Mr. Sulzer has been employed in the various branches of the company for eleven years, his first position being in the factory

CAMERA DIGEST

of men who are doing big things in the printing industry

H. H. Heinrich struggling with one of the pigs on his 350-acre farm near Andover, New Jersey. With his ~~print~~ business of importing printing and binding machinery in New York City suffering greatly from war conditions, he and Mrs. Heinrich are fighting on the home front by keeping up production on the farm with little help



Neal Dow Becker, second from right, president of Intertype Corporation, receives the Army-Navy Production Award for producing war materials. Next to Mr. Becker is Lieut. T. W. Dewart, U.S.N.R., who presented the "E" pins. At extreme left is Major D. B. MacMaster, who presented the flag. Ceremonies were held on October 14



Maurice B. Hazelrigs, president of the Atlanta Club of Printing House Craftsmen; Clark Long, director of the Bureau of Engraving; and Joe Hartsfield, treasurer of the Atlanta Club, inspect an advance copy of the new small size War Savings Bonds



Martin G. Tucker, president of the Houston-Galveston Club of Printing House Craftsmen. In his work as plant superintendent of the Gulf Publishing Company in Houston, Mr. Tucker advocates most modern ideas in scientific management of his plant and its personnel



O. H. Frewin, who operates a printing plant in Middelburg, Transvaal, South Africa, and is constantly on the lookout for new developments in the printing industry in America that may advance the technical knowledge of the modern, alert printers in his country



In a recent reorganization of the Toren Printing Company, of Grand Rapids, Michigan, James Boeree became president of the firm. Mr. Boeree is a past president of Graphic Arts Association of Grand Rapids, and is very active in other local organizations as well

Committee Suggests Another Reduction in Paper Quotas

• COMMERCIAL PRINTERS are to be limited in 1944 to the use of 75 per cent of the paper they used in 1941 if the recommendation of the industry advisory committee, announced on December 6, is accepted by the War Production Board. Previous releases announced that newspapers would be restricted in their use of newsprint to 77 per cent of 1942 usage, and magazines will have 75 per cent of the paper they used in 1942.

Printing papers should be standardized on a 25- by 40-inch 1,000 sheet basis, the committee said.

The next biggest item of news for printers about paper is that the War Production Board has extended the time limit for them to use heavier stocks than the limits designated in Order L-241 until March 15, 1944. It means that 20-pound stocks for letterheads may be printed until that date, by which time it is expected that all inventories of these heavier papers will have been used up.

BETTER USE PAPER IN STOCK

The general idea of the paper conservators at Washington as well as in the paper industry itself revolves around the belief that it is far better for printers and other paper users to utilize all paper now in stock rather than to order new stock to be made at the mills in order to meet technical restrictions.

It is probable that some official action will be taken to materially advance this plan of procedure by allowing users to charge themselves with having used the lighter weight papers. Printers are being assured that there is no restriction of any kind upon the use of any weight of paper in stock. One W.P.B. man said positively:

"There has been no 'freezing' of paper inventories under any order."

Methods are being developed by which present supplies of pulp allocated for use in printing papers will go farther than formerly.

All French folds, overhang covers, bleed pages, and other "luxury items" are to be eliminated.

Thinner papers will be made and only such thin papers will be procurable after paper merchants have disposed of the heavier stocks. The

paper merchants who have been interviewed say that their warehouses are now practically empty. They do not even trust their routine inventory records, but have the stock actually checked on their warehouse floors before they enter an order or promise delivery from stock.

As for promising deliveries from the mills, the paper merchants are ultra conservative in their commitments because it is now a matter of a battle for pulp in which newspapers, magazines, books, containers, and commercial printing are all involved. Each "end-use" of the pulp is seemingly represented adequately by the trained men in Washington excepting the commercial printing group, so bulletins issued from New York and Chicago indicate.

In these bulletins, issued jointly by the New York Employing Printers Association and the Graphic Arts Association of Illinois, reference was made to the formation of a Joint Committee on Public Relations of the Commercial Printing Industry whose business it is to see that the commercial printing industry will coöperate with the Governmental agencies having a share in the shaping of regulations with respect to the graphic arts industry, specifically with respect to end-use of paper."

PRINTING CENTERS JOIN HANDS

Printers of St. Louis, Detroit, and a dozen other graphic arts centers have joined in this movement. A campaign of publicity to inform the printers what to do under specific conditions is now being worked out. Regional and local printers' groups are being enlisted to aid in this conservation of pulp and paper.

Co-chairmen of the joint committee are: Edwin Lennox, president of the American Colotype Company, Chicago, and James F. Newcomb, head of the firm bearing his name in New York City. S. F. Beatty, Chicago, is treasurer of the committee.

Under a new Pulp Allocation Plan as outlined by the War Production Board paper mills will file applications with the Pulp Allocation Office for their estimated requirements of pulp for the first quarter of 1944. On the other hand the makers of pulp

will file an estimate of their production by grades at the same time and for the same period.

"The job of reconciling the two to establish a balance between the supply and demand is passed up to the Requirements Committee of the War Production Board," Dr. Louis T. Stevenson of the American Paper and Pulp Association explained. "This is the same committee that has so ably administered the same function in the controlled materials plan which has brought order into distribution of steel, copper, and aluminum."

HOW COMMITTEE FUNCTIONS

Continuing, Dr. Stevenson also explained: "The Requirements Committee passes its determination on to the Pulp Allocation Committee through the Forest Products Bureau in the form of broad general directives, by grades of paper and end uses. These are translated into individual mill allocations by the Office of Pulp Allocation under these directives and with the advice of the Pulp Allocations Committee."

To see to it that a fair share of pulp is allocated to mills for making paper for commercial printers is part of the program of the Joint Committee on Public Relations of the Commercial Printing Industry. According to a recent tentative compilation of figures printing papers, including book papers, fine papers, and groundwood printing papers, require 15.4 per cent of the available pulp. Other pulp requirements are: newsprint, 19.7 per cent; folding and set-up boxes, 14.5 per cent; household papers, 4.9 per cent; wrapping and industrial papers, 12 per cent; container board, 21.5 per cent; miscellaneous, 12 per cent.

STUDY STRETCHING OF QUOTAS

Technical sub-committees representing all classes of printing done in commercial shops have been organized in New York City, Chicago, and other printing centers by the joint committee to determine just what items can be eliminated by the printers and how the available supply of pulp can be stretched to do required work. When these reports have been compiled by the local sub-committees the joint committee will submit its report of essentiality of certain papers and procedures to W.P.B. and official orders will probably be issued to make these recommendations mandatory. The general

plan of the committee is to save paper without reducing the number of press impressions.

Meanwhile efforts are being made to increase the available quantities of pulp wood in the United States and in Canada. Collection of waste paper is also being promoted in centers from which shipments can be made advantageously to mills. Increased manpower in the forests to cut timber is a probability. Decrease of use of paper by agencies of the Government has been ordered by the Office of War Information.

In Canada an order was recently issued under the terms of which a user of five tons of paper during 1942, or \$2,500 in value of printed matter, must get a permit for the purchase and use of printed matter. Under the order, calendar and book manufacturing is subject to permit, with all jumbo sizes and multi-sheet calendars prohibited. Restrictions have been placed upon the use of posters, cards, or bills advertising an event for which admission is charged. In cases where printing is used for personal purposes or for non-profit religious, educational, charity, and labor purposes, no restrictions have been applied.

* * *

Shortages Help Label Printers

Opportunities for printers to sell more labels because of changes in packaging, forced upon manufacturers and dealers by reason of the Government rulings and the critical material shortages, were suggested in a statement issued by the Mid-States Gummed Paper Company of Chicago.

"Packages now being streamlined and simplified by the new Container Coördinating Committee will permit of more economical utilization of transportation facilities," reads part of the statement. "This calls for streamlined labels. Non-metal food containers of paper and glass require special labelings, as do plywood drums for liquids, paper cans for paints, as well as multiwall bags. These are just a few of the dozens of successful container substitutions developed to save materials for war. All of the new packages are prospects for labels. Many of them are new prospects for the printer."

Copies of booklets on the subject of printing labels may be obtained by printers writing to the company.

Poor Offset Copy Is Costly to Buyer

Printer should make habit of informing every printing buyer about

the savings made by furnishing good copy • By Eugene St. John

● THE HABIT should be acquired by the printer of drumming the importance of good copy into the minds of all buyers of printing, since it is costlier to work from a poor copy than from a good one, and the reproduction is very seldom better than the copy.

If poor copy *must* be used for lack of better, it is advisable to inform the customer in advance of the extra expense that will be incurred in case the reproduction is not entirely satisfactory.

PHOTOGRAPHY CAN HELP

The development of color-sensitive plates and films has made possible the reproduction of yellowed copy and copy in color, but the cost is increased. The same applies to copy with grayed lines, uneven inking, and a smudged and creased background.

Since it is desirable to work from a low negative, any lack of tonal strength in the copy must be restored by touching up, and the exposure modified by a change in screen distance or the sizes of lens stops. Subsequent improvement of the halftone negative or positive may also be necessary to obtain a satisfactory representation of poor copy.

SOMETIMES POOR COPY MUST DO

Sometimes a very poor copy is the only one available under the circumstances, so that the improvement must start with the copy to avoid a make over and be followed by still further improvement of the negative or positive to obtain a final satisfactory print. Sometimes this is impossible. Whatever the outcome, the customer should be informed in advance of the increased cost and possibility of disappointment.

A visitor in the art and plate-making department of a photolith plant will note the use of center and register marks on the copy, negative, positive, and press plate. These are commonly considered an inheritance from stone lithography, wherein it is very necessary

to work with such safeguards since the units of work on a stone (or a photolith plate), once positioned, are not easily repositioned like the units of a type form.

As a matter of fact, these marks were employed in letterpress before Seneffeler introduced lithography, and still are used in photoengraving, letterpress forms, and on letterpress machines when registering overlays.

In photolith register marks are placed on every piece of copy, in the form of either single or crossed lines in black ink placed at the center of all four edges of the copy. The copy board is ruled with centrally intersecting lines so that the copy may be placed on the board with its center marks in register with the center lines on the copy board.

HOW COPY IS REGISTERED

The focusing ground-glass of the camera is also ruled with center lines so that when the copy is centered on the copy board and the center lines of the copy register with the center lines of the ground-glass, the image must be in the center of the plate, if the plate is in the same position occupied by the ground-glass during focusing of the image.

The center lines also serve to register the several images when proving color work and during the subsequent operations.

The width of the lines corresponds to the scale of reproduction—heavier for large reproductions. If the lines tend to veil during photographing, they are scratched in negatives and opaqued in positives.

REMEMBER PROPORTIONS

Copy can be reproduced in less or greater size commensurate with the capacity of the camera. Extraordinary enlargements may be made by successive exposures of portions of the copy and patching together of the negatives, or by a direct projection of the halftone image onto the sensitized press plate a method used in poster work.

As most reproductions are reductions, copy should be prepared in the most easily workable proportion. In newspaper offices, where time is the important consideration, three reduction sizes are standard: one-half, one-third, and one-quarter less. One-half reduction is the most widely used, and the copy is dimensioned accordingly.

AVOID GREAT REDUCTIONS

The same dimensions should be used in commercial work. Reduction to one-quarter size should be the limit. Any greater reduction is liable to reduce lines unequally. Thus a line one-tenth of an inch wide, reduced to one-fourth size, is two points wide, while a hairline will not reduce appreciably. Close hatching of lines, reduced to one-quarter size, will often result in a solid.

In preparing copy all lines should be drawn proportionately to one another and the weakest as many times heavier as is calculated by the factor of reduction. In line reproduction color is expressed by line. A shade in the mass will be a solid full-tone in the reproduction if exposed sufficiently for the camera to register it or be a smudge, if not altogether lost, when the exposure is based upon the solids.

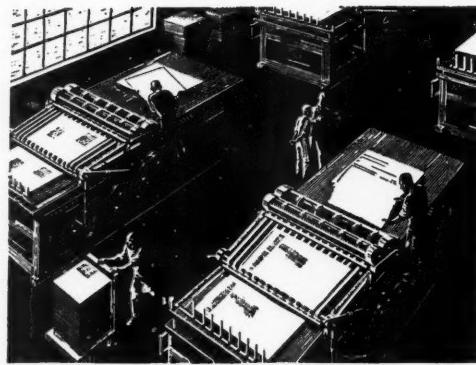
In crayon and charcoal drawings for line reproduction, reduction to one-half size is the greatest that will be satisfactory—the same size as copy is better. Pencil drawings are best reproduced full size.

REPRODUCING COLOR COPY

Although the camera can reproduce nearly all mixtures of color, the most satisfactory copy is produced by the use of colors of the exact hues of offset printing ink to be used. Any changes in these hues generally results in a change in printing results since the printing inks are not likely to be correspondingly changed.

Colored copy may be reproduced in a single-color press plate.

The single-color printing values of the colors through the halftone screen upon a basis of equal exposure is closely as follows: black reproduces black; white, light gray; blue, light gray; bright red, nearly black; bright yellow, nearly black; bright green, dark gray; purples, medium gray; browns, deep gray; grays, variously gray.



WARTIME LOSSES AVOIDABLE

● Pearl Harbor proved only a temporary setback to the printing industry during the year 1942. The entire industry, which was seemingly confronted with a formidable decrease in volume, battened down hatches, discarded excess equipment and expense, and prepared for rough going. But the expected difficulties developed into only a brief lull in most pressrooms. War production soon spread its demands from those industries directly manufacturing the implements of war, to include the printing industry which proved itself indispensable in the war effort.

Although the United States Government Census of Manufacturers' figures will not be published during the war period, some ratio of tremendous printing growth is evident in the known fact that the Government Printing Office during 1943 will have procured more than ten times the volume which was produced in 1941 through outside contracts with commercial printers.

More recently a labor shortage has followed due to conscription of manpower for military service and the withdrawal of men into ordnance producing plants. With the manpower shortage tending to decrease printing production in the face of greater wartime demands for printing, the need for and shortage of truly high production printing equipment made itself evident.

For example, although thousands of tons of slow, cumbersome, hand-fed printing machines have been and are being scrapped under the various plans of printing machinery makers, an interesting trend toward modern automatic equipment has been revealed by the inavailability of modern automatic presses. This was interestingly proved by the fact that

demands for high-speed automatic presses has increased to the point where it exceeds by about twenty to one the units of that equipment which are offered for sale.

In fact, not one model of a highly efficient press such as the 27- by 41-inch two-color Miller automatic has been listed under this maker's exchange plan. What is more, those now considering post-war pressroom modernization may consider this demand for fast modern automatics as a rapidly growing and a significant trend.

It is expected that as the manpower shortage grows and paper and other material supplies become more restricted, the trend toward accurate automatic equipment having higher speeds and less wastefulness will become ever more noticeable. Every piece of modern machinery should be busy to its fullest efficiency.

Consequently, every printing plant management should survey plant equipment today and either obtain work for any automatic high-speed pressroom, bindery, and composing room machinery which is not consistently busy or release it for sale. It will bring a good return to the owner and serve in full capacity in some other pressroom to the general betterment of the industry and the nation as a whole.

The War Production Board provides a practical measurement of equipment efficiency in the following slogan: "If it hasn't been used for three months, and if someone can't prove that it's going to be used in the next three months—find a use for it—or SCRAP IT! In either case the scrap iron of old equipment is vitally needed in the scrap pile—or the productiveness of modern equipment should be utilized to full extent in these stringent times when nothing should be wasted."

*From a release by Miller Printing Machinery Company,
Pittsburgh, Pennsylvania*

ALL EVENTS ASSOCIATED WITH PRINTING

The Month's News

AND ALLIED INDUSTRIES PUBLISHED IN THIS SECTION. ITEMS FOR PUBLICATION SHOULD REACH US BY THE TWENTIETH OF PRECEDING MONTH

CHICAGO PRINTER HONORED

Chicago civic leaders recently honored John T. Moran, vice-president and general manager of the Gunthorp-Warren Printing Company, for his fine service as foreman of the October grand jury which exposed gambling combinations in operation in the city. The luncheon at which the leaders expressed appreciation was held at Union League Club.

In response to the eulogies Mr. Moran replied that if the constituted municipal and other public officials did their duty there could be no organized commercial gambling combinations in operation in the city. He estimated that the gambling interests profit to the extent of \$100,000,000 annually in Chicago as a result of their manipulations.

During the hearings of the grand jury of which Mr. Moran was head, six police captains were suspended pending trials before the civil service commission on charges of neglect of their duties in enforcing statutes and ordinances against the gambling operations.

G.A.V.C. STARTS NEW SERVICE

War messages are being furnished by means of a mat service for local use throughout the country by the Graphic Arts Victory Committee, 17 East 42nd street, New York City 17. The service is called "War Message Copy" and is compiled in Washington, D. C., by the war advertising committees of the Advertising Federation of America and the Graphic Arts Victory Committee.

It is expected by the promoters that the local advertising clubs, chambers of commerce, and other groups will now be enabled by the service to prepare local bulletins containing the material from Washington which relates to current war messages and add whatever local data is considered important at the time of issuing. Local printers' groups and individual printers or firms have been requested to help publish the material.

ADVISES MINIATURE LITERATURE

More miniature literature for advertising purposes as a means of conserving paper has been suggested by Whiting-Plover Paper Company, Stevens Point, Wisconsin, in *Permanized Paper Quarterly*, its house organ.

"Should the present paper shortage be more severe than is suspected, then small literature is paramount," suggest the editors. "There are probably more and better markets for small literature units than is usually realized. Big concerns accustomed to pretentious designs frequently welcome small unit suggestions to replace fine formats they have not the time or inclination to plan. And

countless little companies, all aggressive enough to be in business, undoubtedly need small literature of some sort to help them stay in business.

"Sales promotion in miniature is always easier to sell, merely because of the moderate cost of Number 10 envelope-size folders. Great companies have more need of more kinds of literature than any but the most alert of printers realize. Not only do they want small-sized substitutes for discontinued material, but many are continuously using units smaller than ever to fill in marketing programs in-between-times while civilian production vacillates."

ROSS A. HICKOK

Ross A. Hickok, president of The W. O. Hickok Manufacturing Company, of Harrisburg, Pennsylvania, died of a heart attack at his late residence, November 3. He is survived by his widow, Mrs. Helen Hastings Hickok; by a brother, Charles N. Hickok, two daughters, and a son, Captain Daniel H. Hickok, now serving with the Army Air Forces in North Africa.

Mr. Hickok was born in Harrisburg over sixty-seven years ago and was the grandson of the founder of the W. O. Hickok Manufacturing Company, which will observe its one hundredth anniversary in 1944. During the 100 years of its operation the company has been a manufacturer of paper ruling and bookbinders' machinery.

Mr. Hickok received his preliminary education in Harrisburg, and in Concord, New Hampshire, after which he attended the Sheffield Scientific School at Yale University. He became an athlete of renown, playing end on the Yale football team and winning his "Y" on the track team.

He married the daughter of Governor Daniel H. Hastings of Pennsylvania and became active in the business of the manufacturing concern founded by his grandfather.

BECOMES SALES MANAGER

A. S. Holford, who has been connected with the Harris-Seybold-Potter Company for a number of years, has been appointed sales manager of the Chemical Division, serving under Harry Porter, vice-president and general sales manager of the company. His headquarters will be in Cleveland.

ROSBACK WINS ARMY-NAVY "E"

The Army-Navy "E" award burgee was hoisted proudly on November 13 over the F. P. Rosback Company at Benton Harbor, Michigan. Before the war the Rosback firm dealt only in printers' and bookbinders' machinery. The "E" award was presented for excellence in producing parts for anti-aircraft guns.

Colorful ceremonies were featured by Commander H. L. Mathews, U.S.N.R., presenting the pennant to W. W. Rosback, president of the company founded by his father, and Marcella Valley, first woman employed by the company on war work.

LINOTYPE REPORTS PROFITS

A net profit of \$8.62 a share on the no-par common shares outstanding has been reported by Mergenthaler Linotype Company for the fiscal year that ended September 30, 1943.

Net sales for the period amounted to \$26,943,837, leaving a net profit of \$2,033,178 after provisions had been made for \$4,305,000 of taxes, \$658,657 for the new retirement fund for employees, and \$338,477 for possible wartime losses.

Production during the year exceeded by about 100 per cent the production of any other year in the company's history. The sales of linotypes and linotype equipment were greater than expected in view of the fact that the entire manufacturing facilities of the company, except for repair and replacement parts, have been devoted to war work.

Net profits of \$1,472,798 had been announced in 1942, and \$1,387,650 in 1941. Renegotiations for the fiscal year 1942 resulted in a refund to the Government of \$891,125. In spite of this the 1942 net profit remains unchanged.

EXPRESSES THANKS TO MAGAZINES

Secretary of the Treasury Henry Morgenthau, Jr., sent to THE INLAND PRINTER a letter addressed to magazine publishers in which he expressed appreciation for "the generous and patriotic cooperation displayed in making the Third War Loan, the greatest financial undertaking of all time, a resounding success."

"To all concerned I take this opportunity of expressing my sincere gratitude," wrote Mr. Morgenthau.

PRINTERS IN SERVICE NEED BOOKS

Post libraries for men in service contain few technical books on printing, its history and processes. But in the camps are many former printers and teachers of printing, men and boys who are looking for books and magazines to keep them up on developments in the industry so that they will be able to hold their own after the war.

Readers of THE INLAND PRINTER who may have books and publications on any phases of the industry are urged to contribute them to camp and fleet libraries.

ORGANIZE FRANKLIN SOCIETIES

High schools throughout the United States are being urged to support a plan for organizing groups of students into local chapters of the National Junior Benjamin Franklin Society, sponsored jointly by the National Graphic Arts Education Association of Washington, D. C., and the International Benjamin Franklin Society, New York City.

"Our suggestion is to take the necessary steps to organize immediately in order to have your local chapter promote a fitting Franklin celebration during Sixteenth Annual Printing Week, January 17-22, 1944, the week in which Franklin's birthday falls next year," was part of the message sent to high schools by the National Graphic Arts Education Association, of which Fred J. Hartman is secretary, with headquarters at 719 Fifteenth Street, N.W., Washington 5.

The purpose of the society is to perpetuate the memory and teachings of Benjamin Franklin. Suggestions of how to do it are contained in a twelve page booklet which accompanied the letter issued by the graphic arts group.

RECEIVES THIRD CITATION

R. Hoe & Company recently won its third citation by which it was authorized to add a second white star to its Army-Navy "E" Production Award Flag. The citation was contained in a letter which the company received from Under Secretary of War Robert P. Patterson, in which the following comment was made: "In maintaining the fine record which first brought you distinction, you have set an inspiring example for your fellow Americans on the production front."

EXECUTIVE CAUSES TROUBLE

Misuse by an employee of two complete ration books to obtain unauthorized quantities of liquor in Richmond, Virginia, caused an investigation to be made by the Virginia Alcoholic Beverage Control Board into the records and procedure of the Everett Waddey Company, printer, who did the work.

The man who admitted misusing the printed books was R. A. Folkes, the plant superintendent, who said that he had saved the two complete books as specimens of the job in accordance with the routine requirements of handling all printed jobs. These books he kept in his

desk intact from February, when the job was completed, until August, when he wanted extra liquor for use during his vacation, at which time he yielded to the temptation and used the extra books.

The misuse was discovered, prosecution and conviction of the superintendent resulted in his being fined \$100, and the records of the printing concern were investigated to determine if the printer had exercised "due diligence in safeguarding the ration books."

In a report by the state auditor of public accounts, L. McCarthy Downs, submitted to the Control Board, a complete description of the processes of printing, perforating, cutting, collating, stitching, and numbering of the ration books appeared, and a statement was made that "it is obvious that with so many operations necessary for the preparation of these ration books by the printer there would necessarily be errors made that would cause waste in almost all of the steps mentioned."

It was found that in ten separate orders for various types of ration books the apparent wastage was found to vary from 1.2 to 6.92 per cent; that the number of books delivered totaled 1,237,100 civilian use books, 413,100 military books, 107,400 transient books, and 50,200 naval transient books.

The report of the state auditor was concluded with the following statement: "We must admit that we are unable, of course, to state that positively every coupon that was printed has been delivered to the board or was destroyed as waste, but we do feel that in all fairness to the Everett Waddey Company it can and should be stated that we have found no evidence that the Everett Waddey Company has in any sense failed in the performance of its contract, and that it has been apparent that the company exercised due diligence in their safeguarding of the liquor ration books."

MIEHLE POST-WAR POLICY

A statement of policy issued by the Miehle Printing Press and Manufacturing Company, in Chicago, gives reasons why the company is not accepting orders for presses for post-war delivery "as soon as possible at price prevailing at time of delivery."

Assurance is given to the trade that the company will act promptly and with all possible speed to "get back into production of printing machinery when it has been released by the Government from war work."

"At the present time it is not possible to estimate the post-war selling prices of printing machinery, or to predict when the deliveries will commence, or the rate at which they can be continued thereafter," reads the statement. "Meanwhile the Miehle Company does not consider the time has arrived to solicit or accept orders for printing presses. We believe that our entire energies should be continued in the war effort until victory has been won."

"We prefer not to ask any printer to commit himself at this time to any obligation whatsoever in connection with

Answers to It's a Quiz

Here are the answers to the quiz on page 52. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1. Pages 1, 2, 3, and 4.
2. Newspapers, magazines (periodicals), and book publishing.
3. Internal Security Division.
4. a-1; b-2; c-3; d-2; e-1; f-2; g-3; h-3; i-1; j-1; k-2.
5. Conserve critical materials, ease of molding from original matrix, ease of filing for future use, and light weight.
6. Newsroom desk; responsibility that of copyreaders.
7. Two hundred and forty publishers in this area.
8. Order size 28 by 34 and cut out four 8½ by 11 pieces and three 11½ by 17 pieces. Use the last for bleedwork.
9. Halftones, line, benday, and process color for 2, 3, or 4 colors.
10. False. Dry matrices need the higher molding pressures of from several hundred to over 1,000 pounds a square inch.
11. Air pockets expand when the resist is burned in, causing blisters.

the purchase of Miehle presses in the future. We would rather wait until we are able to give definite information as to delivery dates and prices."

"To take orders for post-war delivery at prices prevailing at the time of delivery," so the statement reads, "would have the effect of obligating the customer without having the company undertaking any commensurate obligation to him, and it would not be fair."

Information will be given to customers concerning future delivery dates and prices as soon as they can be furnished. Requests are being listed and printers are advised to indicate the kind and sizes of presses in which they are most likely to be interested.

PARTICIPATED IN EXHIBIT

Eighty-four printing companies and some of their customers participated in furnishing specimens of printing and lithography—mainly of those pieces connected with the war effort—at the ninth annual exhibition of printing held under the auspices of the New York Employing Printers Association at the Hotel Commodore, November 1, 2, and 3.

The jury of judges who selected the specimens that were shown comprised George Welp, the advertising manager of Interchemical Corporation, as chairman; A. E. Giegengack, public printer of the United States; and O. Alfred Dickman, advertising production manager of the New York *Herald Tribune*.

The exhibition was formally opened at a dinner attended by 500 printers, buyers of printing, and others interested in the exhibition.

NATIONAL LABOR RELATIONS BOARD PROBES POLICIES OF R. R. DONNELLEY AND SONS IN ITS CHICAGO HEARING

EFFORTS on the part of the printing trades unions to require that the R. R. Donnelley & Sons Company in Chicago be operated on a union-controlled basis have taken a new turn in the form of a hearing before the National Labor Relations Board in Chicago. Labor policies and practices of the printing concern from the time it went on a non-union basis in 1905 are being probed.

Testimony of more than 100 witnesses has been heard, the contending lawyers in the case subjecting the witnesses to direct examination and cross-examination in customary court procedure. It is expected that the hearing, which began on November 1 and will conclude some time in the middle of December will break most records of the N.L.R.B. as to length. The stenographic record will exceed 5,000 typewritten pages to which will be added 100 exhibits bearing upon the issues involved in the case.

About sixty days following the conclusion of the hearing William E. Spencer, of Washington, D. C., who is presiding at the hearing in the capacity of examiner will submit his findings and his recommendations in the case to the three members of the National Labor Relations Board who will then review all of the issues involved and will render a decision.

Under the law the decision will either dismiss the charges that the printing company has violated the Wagner Act or it may be a "cease and desist" order

by which the company will be required to refrain from specified practices and restore those employees who may have been penalized since the enactment of the Act in 1933. Either side will then have the right to appeal the decision of the board to the Federal courts.

The labor board cannot compel the unionization of the Donnelley organization unless and until the employees have indicated by an authorized election provided in the law that they have designated specified unions as their bargaining agents. When questioned why they have not asked the N.L.R.B. for such an election, certain labor leaders answered that they will not be ready to test their strength until after the present procedure has been concluded and decided.

Thomas E. Donnelley, chairman of the board of directors of the Donnelley organization, was on the witness stand for three full days in November during which he was questioned about his attitudes and views toward labor unions over a period of years and his connection with the Landis Award Committee in the early twenties. He was asked his opinions concerning certain labor leaders who are active in the present campaign to unionize all the Donnelley employees.

The other executives of the Donnelley organization who were witnesses included H. P. Zimmermann, the executive vice-president; E. B. Busby, the general superintendent; Elmer D. Chapman, the personnel director; as well as scores of other executives and employees.

Departmental foremen were also cross-examined concerning conversations in which they had discussed with employes the subject of joining or of not joining the unions. Meetings of the foremen were subject to examination as to whether any remark might have been made therein which could possibly be construed as anti-union in violation of the interpretation of the law as it is defined by the prosecution.

In one instance a foreman who was cross-examined testified that he had conversed with a union member about unionism off and on for two weeks. On one occasion, he said, the subordinate had complained about a forelady who tried to dissuade some girls from joining the union. This foreman instructed the complainer to stick to his own working area during business hours and not visit the girls' working areas for conversational purposes.

Numerous Donnelley employes testified that they had joined the unions and were still employed by the company. They wore buttons in

AUSTRALIAN MASTER PRINTERS ATTEND ANNUAL CONFERENCE



Australian master printers photographed as delegates to an annual conference held at Kiama, New South Wales. Front row: R. Vernon, president of New South Wales group; W. G. Anderson, president of Victoria group; A. D. Stewart, New South Wales, president of Federal group; E. S. Watt, past president of Western Australia group; A. Rowan, vice-president of Queensland group; F. Van Heurck, president of Western Australia group; F. W. Has soll, vice-president of South Australia group. Second row: A. S. Rundle, R. Adams, E. H. Jenkins, A. W. Ramsey, I. Davis, Ben Waite, C. G. Taylor, Walter J. Cryer. Third row: F. W. Dennis, J. B. Frame, H. R. Wheeler, A. G. Harper, I. P. Smith, C. Clayton. Back row: S. E. A. Holland, G. Lewis, V. Lucas, W. A. Crichton, H. E. Scrimgour

the lapels of their coats bearing inscriptions to the effect that the wearers were members of the union. The trial examiner had ruled that the employees could wear these buttons if they so desired during working hours in the Donnelley plant. National and local labor leaders were among the witnesses at the hearing, testifying concerning their efforts to unionize the Donnelley plant.

The general complaint against the Donnelley management is that it "did advise, urge and threaten its employees to refrain from assisting, joining, becoming, or remaining members" of the unions and "did make disparaging and derogatory statements to its employees about the unions."

The prosecution also complained that the company published a rule in June, 1943, that any union activity on company property was forbidden.

ISSUES BOOKLET ON HUMIDITY

Paper that gets sick and has convulsions is described in the booklet titled "Relative Humidity" issued by the Hammermill Paper Company, Erie, Pennsylvania. The reason for its acting that way, according to the booklet, is that windows and doors are closed and the heat is turned on, in consequence of which the air becomes so dry that the 5 per cent moisture content is extracted from the paper.

The booklet explains relative humidity, how it affects paper and press performance, and suggests ways in which troubles caused by excessive or deficient moisture in the atmosphere may be corrected. Copies of the booklet may be obtained for the asking by printers who address the Hammermill Paper Company, Erie, Pennsylvania.

A.T.F. EXPLAINS SUB-CONTRACTING

American Type Founders has issued a twenty-four page brochure in which the story of its activities is told and illustrated concerning the war production work in which eight plants of its own and those of 293 sub-contractors are now engaged.

The total volume of business done by the company prior to the war aggregated \$8,000,000 annually, but this has been increased to a volume of \$34,000,000 by means of letting out many sub-contracts. These sub-contracts are executed in twenty-one states, but most of them are centered in New York's metropolitan area.

"The success of sub-contracting is a genuine evidence of the kind of industrial co-operation that will win the war," is one statement made in the brochure. "By breaking down war products into their 'bits and pieces' hundreds of shops that would otherwise be unable to do their part are turning out munitions. Thus machine tools and other manufacturing equipment are put to work in an all-out effort to gain victory in the battle of production."

Instances of how small plants have been transformed into war-production factories are related in the brochure which carries the title: "A.T.F. Sub-contracting Breaks Bottlenecks."



THE GRAPHIC

* ARTS IN *

WASHINGTON

SPECIFY ILLUSTRATION SIZES

At the request of the United States Secret Service, the Office of Price Administration has established the size and color requirements for illustrations of ration stamps, certificates, and currency which may be used in informing the public about rationing.

In order to prevent any confusion with actual ration currency, all illustrations must be enlarged at least one and one-half times the size of original stamps, or reduced to three-fourths size or less. Illustrations must be printed in black and white only.

The amendment to the General Ration Order No. 8, effective November 13, 1943, also states that it shall be illegal for any person to possess any distinctive safety paper of the kind used for official ration documents or to make or to use plates for making official ration documents unless he has Government authorization.

ORDER L-241 CLARIFIED

When the revised Commercial Printing Paper Limitation Order L-241 was issued late in October it carried a long list of items with specific weight restrictions. To clear up any discrepancies between the maximum weights specified by Orders L-120 and L-241 the War Production Board on November 19 issued a revised Order L-241.

This revision states that the maximum weights specified in Order L-241 for all art reproductions, corporate securities, checks, domestic and foreign currency, and telephone directory covers may be manufactured, even though Order L-120 specifies a lighter maximum weight. All the other items in List A of Order L-241 are permitted only in maximum weights allowed by Order L-120.

W.P.B. ISSUES SALVAGE MANUAL

Prepared by leading industrial salvage engineers and business paper editors, the "Salvage Manual for Industry" recently issued by the War Production Board is designed for use after the war as well as in the present all out fight on the production front.

With this plan in mind, W.P.B. chose its experts carefully and those experts have worked to build a salvage manual stressing the economic benefits of sound salvage practice.

The manual may be obtained from the Superintendent of Documents, Government Printing Office, at Washington, D.C., at a price of fifty cents a copy.

PULPWOOD PRODUCTION PROMOTED

In a contest conducted by the Newspaper Pulpwood Committee to promote the cutting of pulpwood by farmers, possibilities of future production showed such good promise that the West Virginia Pulp and Paper Company has arranged to open a yard at Ripley, West Virginia, where pulpwood can be sold by farmers, bringing a new industry to Ripley.

This development was an outgrowth of a campaign promoted by the *Jackson Herald* at Ripley, for which the publisher of that newspaper was awarded a \$1,000 War Bond by the pulpwood committee. The paper set as its goal: "Cut a cord of pulpwood for every local boy in the Service," and backed it up so well that six cords were cut in Jackson county for each man in the Service.

Newspapers—1,600 of them—in twenty-seven pulpwood producing states entered this contest, in which the *Herald*, Merrill, Wisconsin, won second prize of a \$500 War Bond and \$300 went to the *Journal*, International Falls, Minnesota, for third prize.

BOOK QUOTA CARRY-OVER PERMITTED

By a new amendment to Order L-245, dated November 20, the book publisher may carry over into 1944 certain unused portions of the paper he has been unable to use in 1943. To qualify for this provision he must notify the War Production Board before December 31, 1943, that he intends to do so.

This provision is meant to apply only on the *bona fide* print orders for books which cannot be filled because of some production delay in the printing establishment which produces the books.

Notification to W.P.B. that the publisher intends to carry over any portion of his 1943 quota should be made by means of a letter stating the quantity of paper involved, the name of the book printer, and the date on which the print order was placed.

WALLPAPER ADDED TO MPR 225

Wallpaper and all unframed printed pictures, for all sellers, have now been placed under Maximum Price Regulation No. 225, according to Amendment No. 7 of that regulation.

Inasmuch as the base date and form of price control are the same for the General Maximum Price Regulation and for No. 225, little or no change will be made in prices or in the pricing procedure of sellers.

CELEBRATE GOLDEN WEDDING

Mr. and Mrs. Robert O. Vandercook were guests of honor at the home of their son, David D. Vandercook, in Evanston, Illinois, on November 20, the occasion being their Golden Wedding anniversary. Two other sons, associated with the father in the manufacture of proof presses, and the families of the three sons, besides the daughter, Miss Frances Vandercook, joined in the jubilee celebration.

The father invented the original Vandercook proof press, and was actively associated with the business until a few years ago. Until recently he was among those present at the various conventions connected with the graphic arts and was photographed many times with his constant companion, his pipe. He is said to be the oldest living "N" man, having won his Northwestern University football letter in the 1880s. He graduated from that university in 1888.

CARL STERN DIES IN ENGLAND

Originally a printer in Buffalo, New York, Carl Stern died suddenly in London, November 6. He had been in the employ of Linotype & Machinery for almost forty-five years.

The message from Linotype & Machinery concerning his death said: "Carl Stern was a fine printer and contributed enormously to the improvement of printing and to the development of the two-revolution printing press in England."

HONOR W. H. RIENECKER

W. H. Rienecker, for fifty years in the employ of the Mergenthaler Linotype Company, received the congratulations of Joseph T. Mackey, president of the company and others, on his anniversary recently. Rienecker joined the company in 1893 as a lad of seventeen, studied at night schools to complete his high-school work, then took a four-year evening course of study in machinery and tool work, also studied mathematics as well as mechanical drawing by correspondence. He is now the head of the Linotype company's keyboard and magazine department.

JOINS LINOTYPE STAFF

Charles W. Seaward, for ten years the head machinist of the Portsmouth, New Hampshire, *Herald*, has been appointed a service engineer for the Mergenthaler Linotype Company and assigned to the Boston branch of the company.

HARVEY GLOVER HONORED

Harvey Glover, president of the International Association of Printing House Craftsmen, was honored at a testimonial dinner at which A. E. Giegengack, Public Printer of the United States, acted as toastmaster in New York City last month.

The dinner, sponsored by members of the New York Club of Printing House Craftsmen and the Litho Club, was attended by 400 of his fellow Craftsmen and friends. Mr. Glover is past president of both organizations, which presented him with a handsome set of traveling bags.

CONDUCT TWO CONTESTS

Two contests have been announced by the National Graphic Arts Education Association in which printing students of high schools and other institutions have been invited to participate.

One of the contests is sponsored by the International Printing Ink Division of the Interchemical Corporation which calls for an essay on "Printing and a Free Press," the winning essays to be awarded prizes aggregating \$1,000 in war bonds.

The other contest is sponsored by the Mergenthaler Linotype Company and calls for a newspaper emblem design, the winning designers to receive \$1,000 in war bonds.

Details concerning the prizes may be obtained from the association, the director of which is Fred J. Hartman, and the address of which is 719 Fifteenth Street, N.W., Washington 5, D.C.

Promotional material is being offered by the association to educational institutions that are making plans to observe the sixteenth annual Printing Education Week, January 17-22, 1944. The promotion includes blotters, stickers, and four-page folders containing an article written by Benjamin Franklin in 1731 titled, "Apology for Printers."

AWARDED "E" PENNANTS

In a list of awards of the Army-Navy "E" pennants for efficiency in production of war supplies, the names of two manufacturing concerns in the graphic arts appear. The official announcement of names was made at Washington, D.C., and include the Hamilton Manufacturing Company, of Two Rivers, Wisconsin, and the Neenah Paper Company, Neenah, Wisconsin.

NEW ESSENTIAL ACTIVITIES LIST

Several new titles in the bookbinding industry have been added by the War Manpower Commission to Group No. 29, "Communication Services," in the list of essential activities.

The titles are multiple-folding machine operator; flat sheet cutter; multiple-knife book trimmer; stock cutter, case binding materials, all around; backing-machine operator; headbander and liner machine operator; casing-in machine operator; case-making machine operator; and bookbinder, all around.

A. J. BROWER DIES

Ancel J. Brower, former president of the Blanchard Press, of New York City, died on his seventy-third birthday.

Joining the Blanchard Press shortly before 1900, he had served as the treasurer, vice-president, and president of the company before he sold his interest in the firm and retired to his Northport, Long Island, farm.

Brower was a member of the board of directors of the New York Employing Printers Association from 1920 to 1924, was chairman of the legislative committee of the organization at the same time, and also served as a member of the executive committee of the Printers' League Section.

TOP FLIGHT CRAFTSMEN



Charles W. Gainer

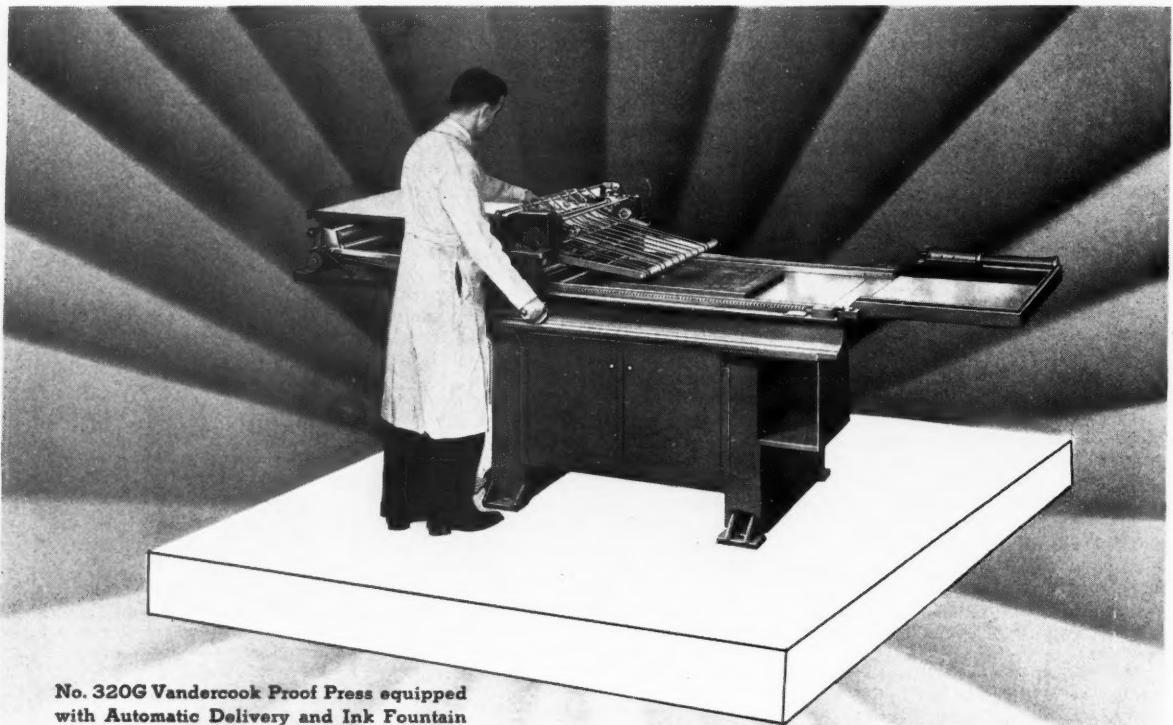
"My best work has been done as secretary and treasurer, for I like the detail and have always thought that those offices were more important than others. Presidents and others have but the worry of the affairs of the hour, while the secretary and treasurer have to keep the records for permanent files."

There, in his own words, you have the philosophy of Charles W. Gainer—philosophy which has spurred him on through almost thirty years of hard work as a Craftsman.

After he had spent one year in high school he was forced to go to work by the illness of his father. He entered the printing business where the desire for learning made a fine Craftsman out of him—by way of evening school courses, trade journals, and the help of older men.

When he became foreman of the composing room for the International Harvester Company in Chicago, he had nineteen women setting type by hand. "Those were the days," he recalls, "when we worried about having enough type to finish the job." He has been with Harvester Press for thirty-five years.

In 1914 Charlie joined the Chicago Printing Crafts Association, one of ten charter clubs of the International Club of Printing House Craftsmen, and since then has held every office in the Chicago club. He was elected treasurer of the International club in 1940 for the first time.



No. 320G Vandercook Proof Press equipped
with Automatic Delivery and Ink Fountain

No. 320G Vandercook Proof Press

In times like these the importance of good proofs is more evident than ever. When both man power and efficient machine hours are limited, anything that will lessen waste motion and increase machine output should be utilized to the limit.

Good proofs permit quick reading and careful checking for bad type, plate faults, and inaccuracies. They show definitely what can be expected from the finished job. They speed up production.

The No. 320G Vandercook Proof Press is

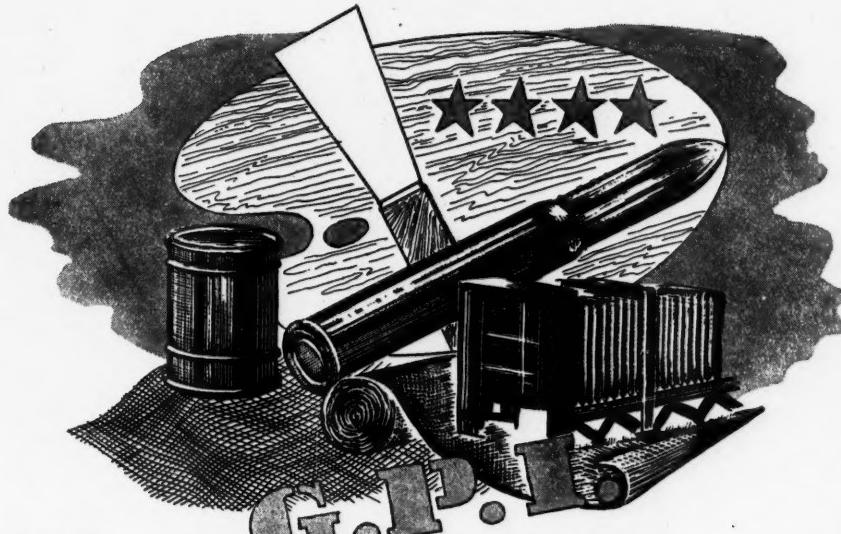
made for fine proving. The extra heavy impression cylinder is carried on precision ball bearings, insuring accuracy and easy operation. The No. 320G Vandercook has adjustable side and front guides, facilitating quick and positive register.

The No. 320G Vandercook Proof Press prints a form up to 19" x 24½" or a full size newspaper page form locked in chase.

The No. 320G Vandercook Proof Press should be considered in your plans for the future for general proving or preprinting.



VANDERCOOK & SONS, 900 North Kilpatrick Avenue, Chicago 51, Illinois
216 East 48th Street, New York 17 Canada: Sears Limited Latin America: National Paper & Type Company



A WAR PRODUCTION RECORD

The divisions of General Printing Ink Corporation are contributing to the war effort in various ways. The list below represents sundry items which they have developed or manufactured for the government and the armed forces. Several technical assignments and experiments cannot be divulged.

- ★★★★ Cameras for the Engineer Corps.
- ★★★★ Oil coolers for the Navy.
- ★★★★ Shell trimmers (both for small arms and guns).
- ★★★★ Machining ship parts for the Navy and Maritime Commission.
- ★★★★ Parts of range finders for the Navy.
- ★★★★ Equipment for marking wire and cable used in armament.
- ★★★★ Special printing machinery for product identification.
- ★★★★ Equipment for map reproduction for Engineer Corps.
- ★★★★ Printing and photographic equipment for reproduction of templates for airplane industry.
- ★★★★ Equipment for aircraft instrument dials.
- ★★★★ Photo-composing machines for Bureau of Engraving and Printing.
- ★★★★ Equipment for Signal Corps.
- ★★★★ Navy blue compound (for waterproofing and flame-proofing duck for the Navy).
- ★★★★ Compound for shrimp net coating (fireproof, infra-red reflectance camouflage specifications).
- ★★★★ Nylon coatings and raincoat coatings for Quartermaster Corps.
- ★★★★ Development and manufacture of fluorescent inks used by the air forces of this country and some of the foreign powers.
- ★★★★ Inks for the Engineer Corps and Navy.
- ★★★★ Shell marking and identification inks.
- ★★★★ Fingerprint inks for Army, Navy and Medical Corps.
- ★★★★ Parachute marking inks.
- ★★★★ Inks for marking communication equipment for Signal Corps.
- ★★★★ Duplicating and printing inks for Office of Emergency Management.
- ★★★★ Special printing inks for Lend-Lease.
- ★★★★ Printing and lithographic inks for all branches of armed services.
- ★★★★ Navy fireproof non-skid deck paints.
- ★★★★ "Sea Slicks" for designation of submarines, lifeboats, rafts, targets, etc., for the Air Force and Navy.
- ★★★★ Tentage Compound (for waterproofing and flame-proofing duck for the Army).
- ★★★★ Various camouflage compounds for both Army and Navy to be used on osnaburg cloth, jute, burlap and paper.
- ★★★★ Gas resistant and waterproof coatings for Army and O.C.D.
- ★★★★ Identification inks for synthetic rubber program.

GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE, NEW YORK 13, N. Y.

DIVISIONS

AMERICAN PRINTING INK COMPANY • CHEMICAL COLOR & SUPPLY COMPANY • EAGLE PRINTING INK COMPANY
 RUTHERFORD MACHINERY COMPANY • THE FUCHS & LANG MANUFACTURING CO. • GENERAL INDUSTRIAL FINISHES
 GEO. H. MORRILL COMPANY • ROTOGRAVURE • SUN CHEMICAL & COLOR COMPANY • EXPORT SIGMUND ULLMAN COMPANY
 GENERAL PRINTING INK CORPORATION OF CANADA, LTD.

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"



Rice Planting in Java, by Ronaldo Locatelli,
from the Douthitt Gallery, New York



300,000,000 CUSTOMERS WAITING

The world of Columbus was 8000 hours around. Yesterday's world was 800 hours around. The World of Flight when Victory comes, will be 80 hours around. That is colossal contraction. But it is also colossal expansion for any and all kinds of business. Customers in Hong Kong will be as close as customers in San Francisco and Dallas used to be . . . for you, and you, and you. South America will be next door. Delivery to Europe will be overnight. Advertising and promotion will be printed in many different languages . . . on paper that will glorify your messages . . . on printing presses that will make them come alive . . . pictures which speak a universal language are now being created to reach out for the world's new three hundred

million customers. That is the story of "Westvaco Inspirations for Printers," No. 144, titled Advertising's New World When The Peace Is Won. Be sure to obtain a copy from your printer . . . it's the signpost that points to your great opportunities in tomorrow's world of flight.

Printers of America! This Insert, which shows the cover of the current issue, will appear in the January 1944 issues of a group of advertising magazines. Your Westvaco Distributor will, upon request, send you a supply of the current issue of "Westvaco Inspirations for Printers," No. 144, in order that you may be able to forward copies to all of those who may request them.



WEST VIRGINIA PULP AND PAPER COMPANY

New York, Chicago, Philadelphia, San Francisco

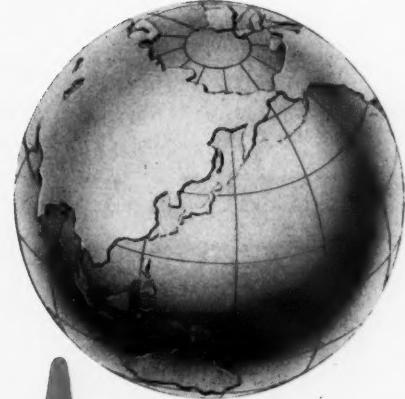




**WEST VACO
INSPIRATIONS
FOR PRINTERS**

NO

144



NEW PRODUCTS WANTED

To
Manufacture and Sell

Well established and rated, medium sized manufacturer in the graphic arts equipment field, with modern machine shop and successful sales record seeks new products to manufacture after the war. Will, if desirable, also take over selling. Plant facilities are particularly adapted to production of small and medium sized precision parts.

Will also consider undertaking volume production of complete product or sub-assemblies for other manufacturers.

Please write in sufficient detail to indicate nature of product and state whether interested in manufacturing and selling, or manufacturing only.

BOX D1000 INLAND PRINTER



Envelope limitations .. explained for your customers

Customers are impatient people. They don't like to be *told* about new limitations. They'd rather *see* for themselves . . .

That's why printers are delighted with this new U.S.E. folder, for it *shows* the whole story of Schedule VII, Limitation Order L-120, W.P.B.—AT A GLANCE. Here are envelope limitations and exceptions stripped of all legal maze-talk—presented in word and picture for quick understanding.

Try it on your customers. Your paper merchant will supply copies—free.

UNITED STATES ENVELOPE COMPANY

General Offices, Springfield 2, Mass.

13 Manufacturing Divisions . . . 5 Sales-Service Offices

U.S.E envelopes



ESSENTIAL COURIERS IN WAR AND PEACE

Makers of ENVELOPES • WRITING PAPERS • LINWEAVE PAPERS • NOTE BOOKS • TRANSPARENT CONTAINERS • WAR PRODUCT PACKAGING • PAPER DRINKING CUPS • TOILET TISSUE • PAPER TOWELS

For Index to Advertisers, See "Classified BUYERS GUIDE" in Back

Picked for the job!

ARMY BOMBERS MUST DEAL OUT DEATH

Air superiority demands tested skill and teamwork in every member of the bomber crew. Only the fierce concentration and faultless timing of an eagle in every man aboard can make a bomber deal out death and destruction the way it must.

Even when the bomber's pace and altitude pass beyond belief, each man of the crew must remain as cool as a crystal spring. And what a glorious job they are doing! No wonder that only carefully picked youths can measure up to flying precision.

Printers select SPRINGHILL Tag . . . 100% bleached sulphate surface-sized paper that can everlastingly take it—printed, typed, or written—for index cards, tags, charts, schedule cards, etc.

INTERNATIONAL PAPER COMPANY

220 EAST 42nd STREET, NEW YORK, N. Y.
PAPERS FOR PRINTING AND CONVERTING

BACK THE ATTACK WITH WAR BONDS

The Final PROOF...of a Cheerful Message



SMICO INKS

It's that SLEIGHT difference

SLEIGHT METALLIC INK COMPANIES

NEW YORK • PHILADELPHIA • WASHINGTON • CLEVELAND • CHICAGO
MILWAUKEE • KANSAS CITY • FORT WORTH • LOS ANGELES

"Horse and Man vanquish Time and Distance"



In an afternoon in April, 1860, an expert rider mounted on a fleet pony dashed out of St. Joseph, Missouri, carrying letters and news, destination the Pacific Coast, two thousand miles away. It was the birth of the PONY EXPRESS. Relays of other riders rushed the precious saddlebags over the rugged trail to San Francisco in nine days. The world stood amazed, and editors wrote: "HORSE AND MAN VANQUISH TIME AND DISTANCE." • • The Pony Express of 1860, like the antique printing press of the same age, is now but a romantic memory. But both Pony and Press remain significant of vital facts. Each served its purpose in a pioneering age. Each was the forerunner of tremendous developments in the printing and transmission of news. The demands of the future upon air service and the lithographic and printing press are unpredictable, but even now editors could pen the headline: PLANE AND PRESS VANQUISH TIME AND DISTANCE.

NOW AVAILABLE. Complete and comprehensive Guide Book of Essential Wartime Printing and Lithography. 64 pages (8½" x 11") of detailed description and information on every government



public relations problem which can be aided by printed promotion. We shall be glad to obtain a copy for you . . . or write direct to Graphic Arts Victory Committee, 17 East 42nd St., New York City.

HARRIS · SEYBOLD · POTTER · COMPANY

HARRIS DIVISION
CLEVELAND 5, OHIO
MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS
AND GRAVURE PRINTING MACHINERY • • •

SEYBOLD DIVISION
DAYTON F7, OHIO
MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS • KNIFE
GRINDERS • DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS



THE ROAD TO VICTORY IS MAPPED ON PAPER

First the plan, laid out on paper. Then the action based on plan. Never one without the other. Thus are battles won with paper. And in this war paper plays the most important part it ever played in all world history.

Paper cartons for shells. Paper boxes for food and medical supplies. Paper helmet linings for our soldiers in the fever-ridden tropics. Paper fins for bombs. Paper camouflage. The list is almost endless and the need has grown so great that a serious paper shortage faces the United States.

This means that every one of us now should *save* waste paper for reprocessing. And every one of us should *use less paper* if this shortage is to be decreased. Here are the simple facts: With the *need* of paper growing daily, the *supply* is dwindling. Manpower shortage in the woods is expected to cut paper production still more in 1944.

Kimberly-Clark advertising in national magazines appeals to businessmen and industrialists to conserve paper to insure a plentiful supply for our armed forces.



Levelcoat*
PRINTING PAPERS

Trufect*
For Highest-Quality Printing

Kimfect*
Companion to Trufect at lower cost

Multifect*
For volume printing at a price

*TRADE MARK

KIMBERLY-CLARK CORPORATION

Neenah, Wisconsin • EST. 1872

NEW YORK: 122 E. 42ND ST.

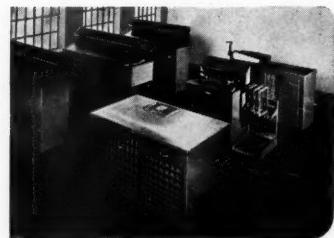
CHICAGO: 8 S. MICHIGAN AVE.

LOS ANGELES: 510 W. 6TH ST.

When Writing These Advertisers, Please Mention THE INLAND PRINTER

YOUR COMPOSING ROOM AND THE WAR

The war means shortages on the Home Front . . . both of materials and manpower. Until the war is over, your composing room will suffer more and more from lack of sufficient and well qualified labor. It is important, therefore, that it be arranged and equipped in the most efficient manner. Hamilton equipment offers the solution by making possible good arrangement and providing compositors with opportunities to work productively ALL THE TIME.



Hamilton's large steel plant is devoted almost entirely to war production . . . a job we are proud to do. We are still able to supply you with all regular wood items, however, and also have quite a good stock of steel items available which can be supplied in accordance with the W. P. B. limitation order.

See your Hamilton dealer for full information about the Hamilton items available and how they will help you meet the war-time problems.

HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WIS.

high speed made PRACTICAL!

MIEHLE V-50 Vertical Printing Press . . . Bijur Lubricated.

high speed is kept in proper balance with machine efficiency . . . it is combined successfully with quality of output and low cost of production and maintenance . . . when the machine is BIJUR-equipped. Insure better work and more of it—with Bijur automatic "metered" lubrication!

BIJUR LUBRICATING CORPORATION
LONG ISLAND CITY • NEW YORK
1411

BIJUR
AUTOMATICALLY *Correct* LUBRICATION

everything
but the
kitchen sink



One big reason why so many printers voluntarily testify in favor of the *free* business-building service rendered them by The Letterhead Clinic is explained by this picture. For The Clinic furnishes — *without charge* — practically everything necessary to close a profitable sale except the fountain pen! To discover how The Clinic can likewise help you, just send 3 copies of any letterhead — your own will do — to The Letterhead Clinic for a free, eye-opening demonstration. See that coupon? Snip, snip, snip it now. *Whiting-Plover Paper Company, Stevens Point, Wis.*

Permanized Papers

RAG-CONTENT

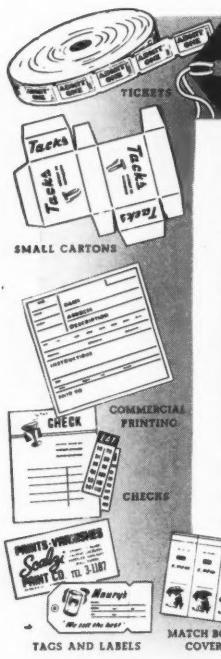
THE LETTERHEAD CLINIC
 Whiting-Plover Paper Company
 2 Whiting Road, Stevens Point, Wisconsin

- Here are 3 copies of a letterhead for your free, scientific analysis.
 Send me the free 24-page book which will tell me all about The Clinic's free business-building plan.

Name _____

Position _____

Please attach to your BUSINESS letterhead. This offer is restricted to Printers in the U.S.A.



Remember These FOR POSTWAR PROFITS

There'll be money in specialty printing after Victory. New products and methods, production changeovers, new promotions . . . will call for a heavy volume of tags, labels, register forms, cartons, snap-outs, etc.

A New Era Multi Process Press will equip you for mass production of these and a host of other specialties, as well as commercial printing, at tremendous speed and low cost.

New Era Presses have attachments that print, perforate, punch, slit, number, cut, die-cut, reinforce and eyelet—all in one operation. Any number of colors on one or both sides of the web. Of course, it will take time to build you a press when production is resumed. So get in touch with us now. We'll advise you on equipment, give your order preference based on date of receipt.

NEW ERA MANUFACTURING COMPANY
371 ELEVENTH AVE. PATERSON, N. J.

Above types of work done on same press

NEW ERA MULTI-PROCESS PRESS

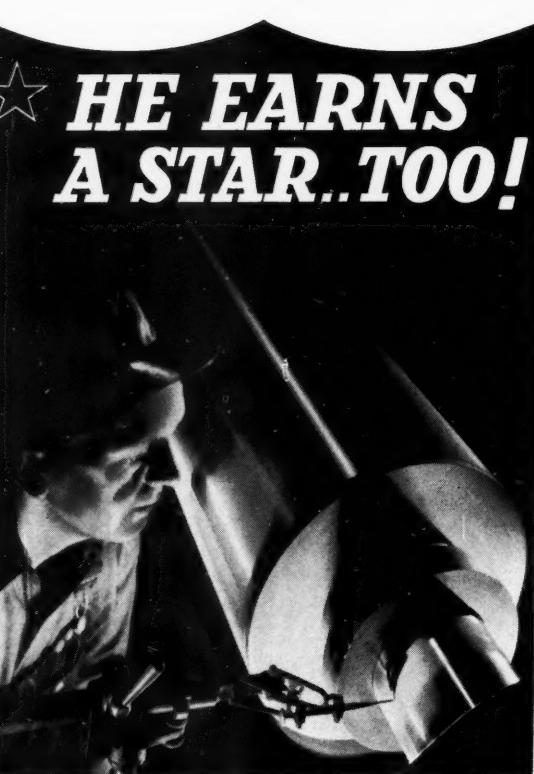
4902

MODERN MAGIC

AMERICAN 9.90 **BLUE BOY!** 11.90

AT ALL BRANCHES AMERICAN TYPE FOUNDERS

AMERICAN NUMBERING MACHINE CO.
ATLANTIC AND SHEPHERD AVES., BROOKLYN, N.Y.
BRANCH—105 WEST MADISON STREET, CHICAGO, ILL.

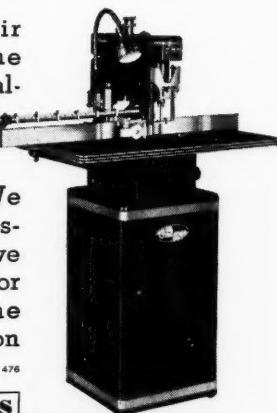


HE EARNS A STAR..TOO!

A salute to the men who keep the production lines flowing . . . long hours . . . no absenteeism or backsliding here. They know that total war means total effort. They know that exacting workmanship is a duty and careless machine operation is kin to sabotage. They turn every spare dollar back into Bonds for fewer Battles. Yes . . . these men, too, earn a star just as surely as do our fighting heroes at the front. We salute this kind of a worker . . .

. . . and to their employers in the Graphic Arts, Challenge invites inquiries on equipment maintenance. We may have suggestions that will save production time or increase machine operations. Call on us at any time. 476

BUY WAR BONDS



THE CHALLENGE MACHINERY CO.

Main Office and Factory: 1893 50th ANNIVERSARY 1943 Eastern Sales Office:
GRAND HAVEN, MICH. 50 Church St., NEW YORK



SPOTS THAT JUMP AROUND DON'T BELONG ON A PRINTED SHEET

The elusive spots and specks that mysteriously appear on halftones and solids are not always a matter of chance—or the result of inadequate cleaning.

Often they are directly traceable to the use of overage or out-of-season rollers—for such rollers do not have the necessary tack and resiliency to keep the form clean

and at the same time lay ink properly. No roller should be expected to last forever.

New Bingham Rollers are good investments. They help produce better printing, save ink, and permit faster running speed.

You should check your rollers frequently. If you have a roller problem, see your nearest Bingham representative.

SAM'L BINGHAM'S SON MFG. CO.

Roller Makers Since 1847

Manufacturers of Printers' and Litho-Offset Rollers

CHICAGO

Atlanta
Cleveland
Dallas

Des Moines
Detroit
Houston

Indianapolis
Kalamazoo
Kansas City

Minneapolis
Nashville
Oklahoma City

Pittsburgh
St. Louis
Springfield, O.

The One Constant Ingredient

Every Printing Roller made by Dayton Rubber contains one ingredient which never varies. War-time restrictions can never affect it. It is mixed into every compound of synthetic rubber destined for Dayco Rollers.

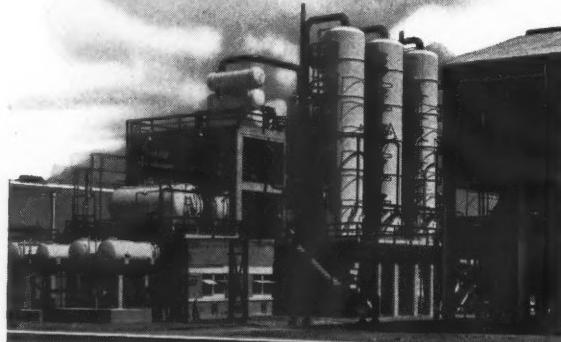
This constant ingredient is the sum total of Dayton Rubber's 37 years of continuous development, processing and application of rubbers of every type. It is the residue of thousands of man-hours of patient research, practical testing and controlled manufacturing ability.

This constant ingredient is the technical knowledge and experience that you would naturally expect to find built into every Roller by Dayton, the original and pioneer maker of Renewable Surface Printing and Lithographic Rollers since 1934.

Whether the Dayco Rollers you use are made of today's synthetics or tomorrow's "X" materials need not concern you, so long as they bear the name which stands for Technical Excellence over the years.

THE DAYTON RUBBER MFG. CO., DAYTON 1, OHIO

Photo shows Recovery Area in the First Government Dual-Unit Type Synthetic Rubber Production Plant — of which Dayton is one of the operators. Here unused Hydro-Carbons are stripped from the Latex for Return to Process.



Dayco Rollers by
Dayton
Rubber

REG. TRADE MARK
THE DAYTON RUBBER MFG. CO.

KEEP BACKING THE ATTACK—BUY MORE WAR BONDS



Precision PAPER KNIVES

- 1 Perfected .002" concave bevel—making for extra sharpness without weakening edge.
- 2 "Straight as a die" trimming—less than .001" variance throughout length of cut.
- 3 Heat-treated by a special SWW process to combine hardness with toughness—to give maximum number of cuts between grindings.
- 4 Furnished as standard equipment on many of America's finest Paper Trimming Machines for more than 60 years.

For Quotations Write

SIMONDS WORDEN WHITE CO.

604 NEGLY PLACE • DAYTON, OHIO

KIMBLE

CUSTOM-BUILT MOTORS

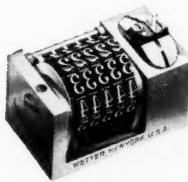
THE
PRODUCT OF NEARLY FORTY
YEARS OF SPECIALIZATION



KIMBLE ELECTRIC

Division of Mishle Printing Press & Mfg. Co.

2005 WEST HASTINGS STREET
CHICAGO, ILLINOIS
DISTRIBUTED BY: AMERICAN
TYPE FOUNDERS



Numbering YOU AMONG OUR
VALUED FRIENDS AND CUSTOMERS
WE SEND YOU OUR HEARTIEST
Holiday Greetings
1943-1944

wetter Numbering Machine Co.

© 4786

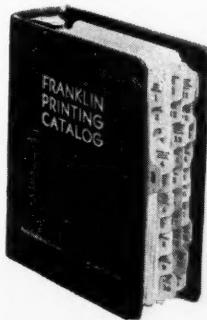
BROCK and RANKIN

*Book and Catalog Binding
for More Than 50 Years*

619 South La Salle Street • Chicago 5



War Bonds are Your Investment
in National Security
BUY MORE BONDS



A FIGHTER FOR YOU ON THE HOME FRONT

Even if your key men are in the armed forces, the Franklin Printing Catalog can help you hold the home front. It offers the one sure, proved method of valuing printed matter that avoids costly errors and loss of time. MAIL THE COUPON TODAY for full information on the trial order plan.

Porte Publishing Company
Salt Lake City 5, Utah

FRANKLIN PRINTING CATALOG

Firm Name _____

Address _____

CLASSIFIED BUYERS' GUIDE

Consult This Index First for Advertisers in This Issue—Check the Want Ads in These Pages

PAGE	PAGE	PAGE
Aetna Paper Mills..... 10	Gaetjens, Berger & Wirth, Inc. 81	New Era Mfg. Company..... 74
American Academy of Art..... 80	General Printing Ink Corp. 63	Northwest Paper Co. 3
American Numbering Machine Co. 74	Goss Printing Press Co. 14	Oxford Paper Company 8
American Roller Co. 82	Hamilton Mfg. Company 72	Paper Manufacturers Co. 80
American Steel Chase Co. 81	Hamilton, W. C., & Sons. 13	Paterson Parchment Paper Co. 20
American Type Founders..... 5	Hammermill Paper Co. 15	Porte Publishing Co. 77
Beckett Paper Company..... 4	Harris-Seybold-Potter Co. 70	Rising Paper Company, The..... 18
Bijur Lubricating Corporation..... 72	Howard Allied Writing Paper Mills..... 10, 11	Roberts Numbering Machine Co. 80
Bingham Brothers Co. 82	International Paper Co. 68	Rosback, F. P., Co. 6
Bingham's, Sam'l, Son Mfg. Co. 75	International Printing Ink. 82	Rouse, H. B., & Co. 79
Brock & Rankin..... 77	Intertype Corporation. Back Cover	Scott, Walter, & Co. 79
Central Compounding Company.... 16	Kimberly-Clark Corp. 71	Seneca Wire & Mfg. Co. 81
Challenge Machinery Co. 74	Kimble Electric Co. 76	Simonds Worden White Co. 76
Champion Paper & Fibre Co.	Lanston Monotype Machine Co. 9	Sleight Metallic Ink Companies, Inc. 69
Second Cover	Ludlow Typograph Co. 1	Sorg Paper Company. 80
Chillicothe Paper Co. 81	Maxwell Paper Mills, The. 11	Type & Press of Illinois. 16
Classified Buyers' Guide... 78, 79, 80, 81	Mead Sales Co. 16, 17	United States Envelope Co. 67
Consolidated Water Power & Paper. 7	Megill, Edw. L., Co. 78	Vandercook & Sons 62
Cottrell, C. B., & Sons Co. 19	Mergenthaler Linotype Co. 21	West Virginia Pulp & Paper Co. 64, 65
Cromwell Paper Co. Third Cover	Miler Printing Co. 81	Weston, Byron Company. 2
Dayton Rubber Mfg. Co. 76	Munising Paper Co., The. 82	Wetter Numbering Machine Co. 77
Dexter Folder Company..... 12		Whiting-Plover Paper Co. 73
Embossograph Process Co., Inc. 79		This index is checked for accuracy but no responsibility is assumed for errors or omissions
Engdahl Bindery 79		

RATES FOR CLASSIFIED ADVERTISEMENTS

• **By the Month:** Under Situations Wanted, only 50 cents a line—minimum, \$1.50; other classification, only 65 cents a line—minimum, \$1.95. Terms: Cash with order. (Replies to keyed ads forwarded daily when received, without extra charge, except packages and samples for which the sender should remit an amount to THE INLAND PRINTER equivalent to that required as postage for mailing the package to our office.)

Figure 38 characters in a line, including spaces, punctuation, address or box number. To avoid delay in insertion, and in view of small amount usually involved, please enclose check with order.

• **Display:** 1 t.i. 3 t.i. 6 t.i. 12 t.i.
 ½ inch.... \$ 9.00 \$ 8.25 \$ 7.50 \$ 6.75
 1 inch.... 15.00 13.50 12.00 11.00
 2 inches.... 27.00 25.00 23.00 21.00

BRONZING MACHINES

MILWAUKEE BRONZERS — for all presses. Some rebuilt units. C. B. Henesch Mfg. Co., Milwaukee, Wis.

CALENDARS AND CALENDAR PADS

• **WHOLESALE:** Calendars for the printer. Do your own printing. Advertising Novelties, Fans, Book Matches. Due to gas rationing few calendar salesmen are on the road now—which means more calendar sales for the printer. FLEMING CALENDAR CO., 6540 Cottage Grove Ave., Chicago 37, Ill.

CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebusch Calendar Impg. Co., 109 Worth St., New York, N. Y.

Largest assortment and best selling line of Pads for either Art or Business Calendars. Write for catalog. Order filled immediately.

JOSEPH HOOVER & SONS CO.
MARKET AND 49TH STS. PHILADELPHIA, PA.

MEGILL'S Spring Tongue
Patent GAUGE PINS



QUICK ON... The universally popular Gauge Pin. \$1.80 dozen, with extra Tongues. Reg. U.S. Pat. Office

Megill's Gauge Pins for Job Presses

Insist on Megill's Gauges, Gauge Pins, Gripper Fingers, etc. The original—the best. Circular on request. Sold by dealers.

THE PIONEER IN 1870

THE EDWARD L. MEGILL COMPANY

763 ATLANTIC AVENUE, BROOKLYN, NEW YORK

FOR SALE (continued)

• **FOR SALE—ATF Style C 17½x22½ Kelly Press,** used two years, guaranteed like new. Plant liquidation. Also new saw, Tipi gauge, foundry type, mats and numerous other equipment. Box D-668. The Inland Printer.

HELP WANTED

HELP WANTED

We want to get in touch with a printer who has a thorough knowledge of good composition and is able to impart it to others. Who can handle efficiently a department of a dozen compositors.

We are located in an East Central State—a fast growing business with a fine present and post-war opportunity for the right man.

If interested address a preliminary letter outlining experience, qualifications and pertinent data to Box D-667, The Inland Printer, 309 W. Jackson Blvd., Chicago, Ill.

• **HELP WANTED—Plant in a prosperous University city is interested in rebuilding its organization for permanent post war production on a larger scale. We will pay high wages but we want thoroughly skilled, high class men. Men and women 40 or over who understand their business are wanted for Compositors, Linotype operators, Cylinder pressmen, Folder operators, paper cutters, paper stock men and foremen. We propose to keep the employees who join us as a permanent organization. This plant is growing and will be swamped with work when peace comes. Phone or write A. J. Wiltse, Manager, The Ann Arbor Press, Ann Arbor, Michigan.**

(Continued on next page)

MEGILL'S Patent Original Steel GAUGE PINS



A handy Gauge Pin made with 12 pt., 15 pt., or 18 pt. head. Adjustable. 75¢ a doz. for either size.

Classified Buyers' Guide (continued)

HELP WANTED (continued)

• **Estimator** for commercial printing plant, over 38. State education, experience, references. Box D-654, Inland Printer.

• **MONOTYPE KEYBOARD OPERATOR**—Permanent job for the right man. Union Shop. No trouble. Trade Plant work. Write or wire to Detroit Typesetting Company, 1959 East Jefferson Ave., Detroit 7, Michigan.

MECHANICAL OVERLAY PROCESS

Leading Printers and Publications
Now Use COLLINS

CHALK RELIEF OVERLAYS

FOR ALL HALFTONE MAKEREADY

Great improvements over slow hand-cut Overlay method. Low cost, saves time. Improves quality. Apply on company letterhead for free instruction books and prices.

A. M. COLLINS MFG. CO. 226 Columbia Ave., Philadelphia, Pa.

MOTORS & CONTROL EQUIPMENT

CLINE ELECTRIC MFG. CO., Cline-Westinghouse Motor and control equipment for printing machinery. 211 West Wacker Dr., Chicago, Ill.

NUMBERING MACHINES

• **EXPERT REPAIRING.** Hand or press operated. Rented, Traded, Sales all types, new or rebuilt. Gen'l Numb. Mach. Service, 108 N. Jefferson St., Chicago, Ill.

PHOTOENGRAVERS' MACHINERY & SUPPL.

THE DOUTHITT CORPORATION, 650 W. Baltimore Ave., Detroit, Mich. Complete plate making equipment for lithography and photo-engraving. Cameras, Whirlers, Printing Frames, etc.

ROTARY PRINTING PRESSES

DUPLEX PRINTING PRESS CO., rotary and flat-bed web presses; stereo and mat machinery. Battle Creek, Mich.

RUBBER PLATE MATERIALS & TOOLS



(Continued on page 80)

ORDWAY TYPE GAUGE AND COPY FITTER
Use it yourself—educate customers in how to cut costs—save time—eliminate alterations! Type copy to exact measure—dope copy to fill space, in advance of setting. **Copy Fitter** shows number of lines of 5, 6, 8, 10, 12, and 14 point; on reverse, number of characters in these sizes for any given length line. Measures up to 12" width or depth. Used for years by printers, ad-men, writers, editors. Send order and \$1.50 (\$1.25 in dozen lots) to The Inland Printer Book Dept.

ROTARY PRESSES

for Lithographers, Printers, Newspaper Publishers. Also Presses for Folding Box Manufacturers. Tell Us Your Requirements

WALTER SCOTT & CO., INC., PLAINFIELD, N.J.



Resolve
TO HAVE A
Rouse VERTICAL MITERER

In your plans for the future include a Rouse Vertical Miterer as an essential piece of postwar equipment.

The Rouse Vertical Rotary Miterer, illustrated, will cut 1000 accurate miters an hour, direct from strip material. No previous cutting to length is necessary. The Rouse Vertical Rotary Miterer is used extensively for mak-

ing decorative units and ornaments from strips. It is definitely a time and labor saver.

Orders are being accepted now and stamped for delivery according to the date of receipt. Manufacture of the Rouse Vertical Miterer will be resumed as soon as materials and our factory facilities are released from essential war work.

H. B. ROUSE & COMPANY
2214 NORTH WAYNE AVENUE, CHICAGO 14, ILLINOIS

To Keep 'em Flying! Buy War Bonds!

RAISED PRINTING COMPOUNDS

INKS, MACHINERY (HAND AND AUTOMATIC)

25 Years' Experience at Your Service.

THE EMBOSSEOGRAPH PROCESS CO., INC.

251 WILLIAM ST., NEW YORK, N. Y.

ENGDAHL BINDERY
EDITION BOOK BINDERS

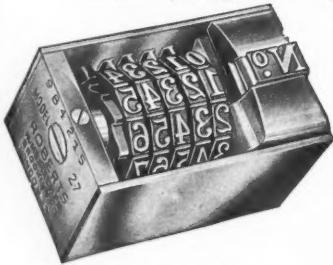
"Books Bound by Us Are Bound to Satisfy"

1056 West Van Buren St., Chicago, Ill.

Telephone Monroe 6062

More Profit Than Ever
WHEN YOU REPLACE WORN-OUT MACHINES WITH
Roberts Models 27 and 28

Nowhere else will you find all the advantages that ROBERTS builds into numbering machines. Yes—recommend, specify, and buy ROBERTS . . .



For very low original cost—easy upkeep—extra speed and long life.

Recondition all machines once a year!

Model 27—5-Wheel \$12. Less **40%**—\$7.20 each net

Model 28—6-Wheel \$14. Less **40%**—\$8.40 each net

EXTRA FEATURES: Roman or Gothic style figures. Forward or backward action. UNCONDITIONAL GUARANTEE. Quantity discounts; 10% trade-in.

Roberts Numbering Machine Co.
694-710 Jamaica Ave. • Brooklyn, New York

**REX REAM
REMARKS:**



THE road between you and your customers should be paved with paper that carries your message in the "right" way! Since 1852, SORG has proved its ability to make better printing and "special" papers of all weights. Wire or 'phone your needs; we are here to serve you.



Manufacturers of a wide variety of Fourdrinier and Cylinder papers . . . Specially constructed papers to meet individual orders.

**THE SORG PAPER COMPANY
MIDDLETOWN, OHIO**

Classified Buyer's Guide (continued)

SCHOOL OF ADVERTISING LAYOUT

**Study FRANK H. YOUNG'S
ADVERTISING LAYOUT COURSE
At Home**

Now is the time to make your spare time pay. Increase your earning power. Mr. Young, International layout authority, offers a complete Home Study Course to help printers, advertising men, artists, etc., learn by means of his sound layout principles. Recent Mr. Young's professional publications. Endorsed by graduates. Easy payments. Write to Dept. D-443 for free details.

AMERICAN ACADEMY OF ART
Frank H. Young, Director
25 E. Jackson Boulevard Chicago, Ill.

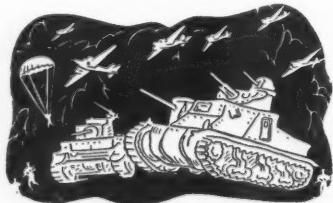
SITUATIONS WANTED

- Capable, accur., all around printer, operator, mach., and exp. supervisor would like postwar situation. No booze, steady, 25 yrs. exp. In Weeklies, com. and dailies. Married, go anywhere. Particulars exchanged. Write Box D-664, The Inland Printer.

- **SITUATION WANTED**—Cartoonist, experienced editorial, reliable middle age man. Samples of work and full particulars upon request. Walter R. Snyder, 1261 Lakewood, Apt. 2, Detroit, Michigan.

- **EXECUTIVE**—Treasurer large commercial plant. Experienced printer, superintendent, costs, systems, personnel. Available. Box D-666, Inland Printer.

(Continued on next page)


**WARTIME
PRINTING
demands
PERFECTION**
Flat Gummed Papers

Minutes are precious these days. One reason why more printers daily specify PERFECTION Gummed Papers for all label, sticker or seal work. This stock needs no "babying"—no extra press time. Its fine surface is remarkably printable (you can print on the gummed side, too)—and it's flat the year 'round. Made with dextrene or strong gumming—it won't "cake" or "block". Comes in ten whites and 25 beautiful colors. Without obligation, send for free sample book.

Paper Manufacturers Co.

PHILADELPHIA, PENNA.

Classified Buyers' Guide (continued)

SITUATIONS WANTED (continued)

• **PRESSROOM FOREMAN** — Superintendent desires permanent position in medium sized plant and town in mid-west. Young, with 17 years letterpress experience from Gordons to multicolor web presses. Publication, job, book and color work. Available after January 1st. Address Box D-663, The Inland Printer.

• **COMPOSITOR** — Stonehand thoroughly experienced in ads, commercial and color work, now employed as working foreman of successful New York Plant desires a position in the Southwest, California preferred. Correspondence invited. Box D-665, The Inland Printer.

TYPEFOUNDERS

THE BAUER TYPE FOUNDRY, INC.,
235 East 45th Street, New York, N. Y.
Producers of fine type faces.

MISSOURI-CENTRAL TYPE FOUNDRY, the big type foundry of the West. Free catalog, Wichita, Kansas.

WIRE

SPECIFY PRENTISS STITCHING WIRE
—Backed by eighty years of wire drawing experience. Supplied on spools or in coils. SOLD BY LEADING DEALERS EVERYWHERE.

Stewart's Embossing Board

Simply wet it, attach to tympan and let press run until dry; no heating or melting. Sheets 5 $\frac{3}{4}$ x 9 $\frac{1}{2}$ in. Send \$1.25 for a dozen, postpaid, complete with instructions.

THE INLAND PRINTER
309 W. Jackson Blvd., Chicago, Ill.



*Jip-Offs
for
Proofreaders*

By H. B. COOPER

A delightful way to learn the art of proofreading. Text in narrative style. Price \$1.50. Includes postage. Cloth Edition

The Inland Printer • Chicago 6

**the right stock
makes the job**

THE RIGHT STOCK
AT THE RIGHT TIME IS ALWAYS

ADENA Halftone OFFSET

Adena Halftone turns the trick. Midway between enamel and regular offset, it offers advantages of both!
Dull or gloss . . . no mottling or muddy effects.

Greeting Card Papers
Embossed and Decorated

Save money by shipping via Miami Valley Shippers' Assn.

CHILlicothe PAPERS

A BUY - WORD
FOR HIGH-GRADE
PAPERS

THE CHILlicothe PAPER CO.
CHILlicothe, Ohio

MAKERS OF QUALITY OFFSET, LITHOGRAPH AND BOOK PAPERS

AMSCO CHASES

ELECTRIC-WELDED • SQUARE AND TRUE • ABSOLUTELY GUARANTEED
SOLD BY ALL DEALERS

AMERICAN STEEL CHASE COMPANY
31-31 Forty-Eighth Avenue, Long Island City, New York



... for modern pressrooms

MILLER PRINTING MACHINERY CO., PITTSBURGH, PA.

INKS

FOR SHARP IMPRESSIONS
in Litho-Offset and Printing
FOR METAL DECORATING

Get Varnishes and Dryers, too, from Gaetjens, Berger & Wirth, Inc.
35 YORK ST., BROOKLYN, N.Y., • 538 S. CLARK ST., CHICAGO



STITCHING WIRE

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The Seneca Wire & Mfg. Co., Fostoria, Ohio

WORLD'S LEADING BUSINESS AND TECHNICAL JOURNAL IN THE PRINTING AND ALLIED INDUSTRIES

The Inland Printer

DECEMBER, 1943 • VOLUME 112 • NUMBER 3

Leading Articles for You This Month

Standard Apprenticeships Set Up by Minnesota Printers.....	23
Improvements in Platemaking Aid Printing Progress By Douglas C. McMurtrie.....	25
American Printing Produces Vital Weapon for War By DeWitt A. Patterson.....	31
An Efficient Stock Control System Cuts Shrinkage By A. C. Kiechlin.....	36
Fuel Economy Is British Necessity By Ernest A. Dench.....	43
Phonetic Spelling Can Be Helpful By Edward N. Teall.....	47
Proper Care Saves Plate Repairs By John T. Wrigley.....	51
Committee Suggests Another Reduction in Paper Quotas.....	54
Poor Offset Copy is Costly to Buyer By Eugene St. John.....	55

Monthly Features to Keep You Abreast

Brevities.....	28	Salesman's Corner.....	30
Camera Digest.....	53	Specimen Review.....	39
Pressroom.....	49	The Month's News.....	57
Proofroom.....	45	Typographic Clinic.....	34

Directory of Advertisers—Page 78

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